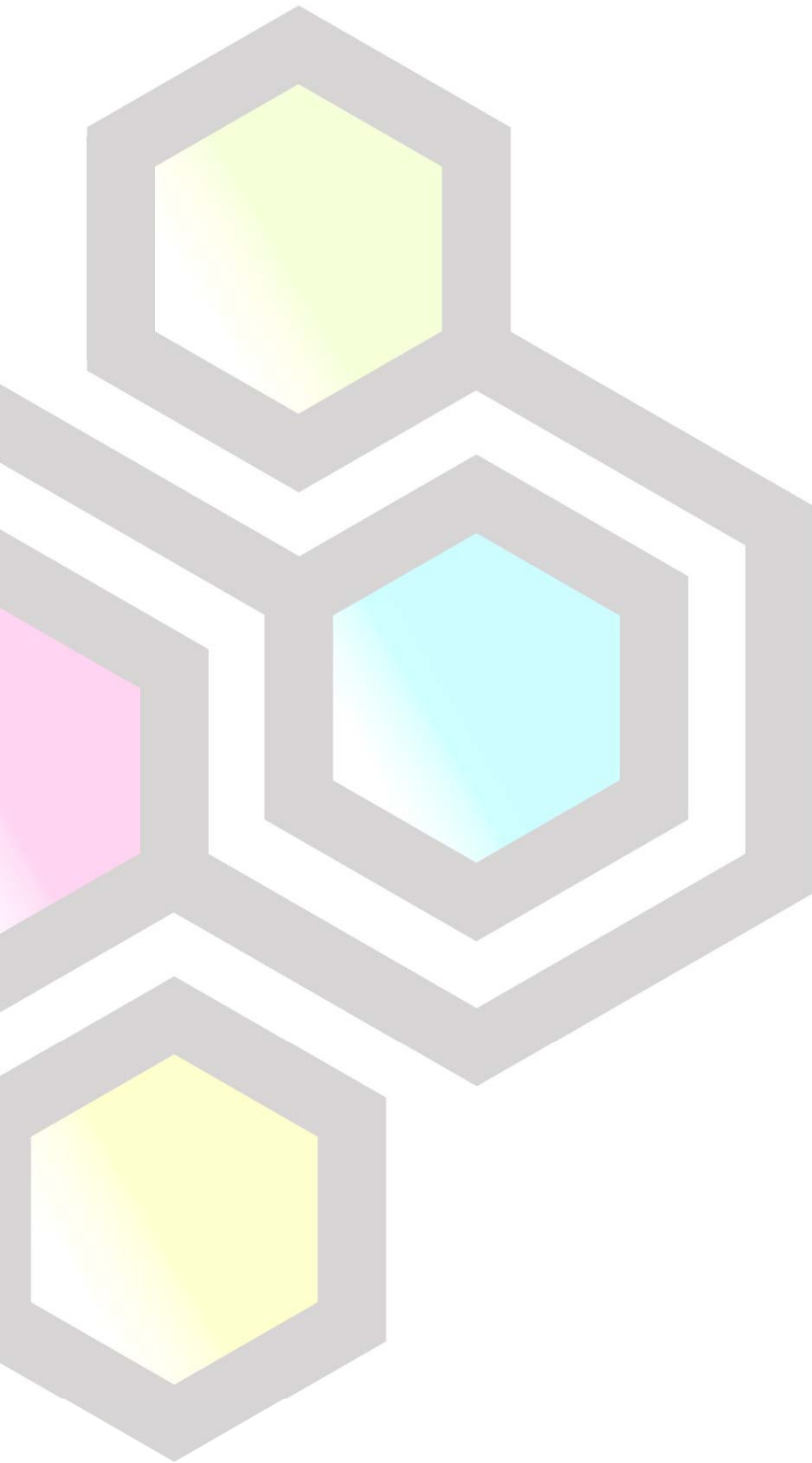


LOGOVISUAL



accredited practitioner

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LVT practitioners
**code of
conduct**

3rd edition, June 2009

please check for updates

<http://www.logovisual.com/lvt/practitioners.html>

About the Code of Conduct

This Code of conduct formalises your commitment to upholding the professional and ethical terms and standards of accreditation, and the provisions and benefits LogoVisual commits to provide in return.

As an Accredited LVT Practitioner you agree to:

- Practice and develop your professional capability on an ongoing basis, be well informed and be able to achieve successful outcomes in whatever application of LVT you undertake.
- Acknowledge LogoVisual verbally and on visual aids or literature associated with use of LVT in your work.
- Support and participate in the community of practice via the LVT website
- Attend at least one LVT Best Practice event per year, or, if not UK based, make an equivalent participatory contribution
- Adopt and uphold a consistency of LVT quality, language and rigour
- Claim Accredited LVT Practitioner status for yourself or anyone else, only if that status is conferred by LogoVisual and your practice is in accordance with this code of conduct
- Respect and help maintain the image, interests values and ethics of LogoVisual by:
 - Fairness in competition with fellow Accredited LVT Practitioners
 - Sharing best practice in generous and open communication
 - Respecting the work of fellow Accredited LVT Practitioners
 - Respecting business connections of other Accredited LVT Practitioners
 - Not using information available to Accredited LVT Practitioners in an unethical manner
 - Not bringing LVT or LogoVisual into disrepute
 - Not unjustly claiming discounts or other benefits

By signing the Code of Conduct **LogoVisual** extend the benefits of accreditation, and the **Accredited LVT Practitioner** agrees to uphold the Code of Conduct and the terms of the Prospectus for Practitioners.

Signed for LogoVisual

Date

Accredited LVT Practitioner

sign _____

Date

print _____

Termination:

In the event that you transgress these principles, mis-use the brand, fail to honour the spirit or letter of this agreement or lapse in maintaining CPD, all benefits of membership will cease and the title of Accredited LVT Practitioner may no longer be used, nor any approved training materials or the Logo. Nor will your information be included in the website. All benefits of membership will cease until an application to be re-instated has been accepted.

Your status will not be unfairly terminated but the decision of the directors of LogoVisual (or such body as they appoint for the purpose) will be final.