



# Brand Usage Guidelines

Guidelines as of: **Feb 26, 2026**

## Badge Usage Guidelines

Version 1.0

### 1. Purpose of the Badge

The RWR Certification Badge ("Badge") is a proprietary trust mark issued by Remote Work Ready (RWR) Limited ("us") to indicate that a specific property has met the RWR Standard at the time of certification.

The Badge communicates verified remote work readiness and must be used in a manner that preserves the integrity, accuracy, and credibility of the certification programme.

### 2. Ownership

All intellectual property rights in the Badge, including logos, designs, scores, and associated marks, are owned exclusively by us.

Certification does not transfer ownership of the Badge or any related intellectual property.

### 3. Licence to Use

Certified Property Owners are granted a limited, non-exclusive, non-transferable, revocable licence to display the Badge solely:

- During the period of valid certification;
- In connection with the certified property only;
- In accordance with these guidelines; and
- In approved formats supplied by RWR.

The licence may not be sublicensed, assigned, or transferred.

## 4. Permitted Uses

The Badge may be displayed only to indicate valid certification of the specific property.

Permitted uses include:

- Property listings and booking platforms;
- Property websites and marketing materials;
- Digital brochures and informational documents;
- Physical signage within the certified property; and
- Communications relating to the certified property.

Use must be truthful, proportionate, and not misleading.

## 5. Prohibited Uses

The Badge must not be used in any way that could misrepresent certification or damage the reputation of RWR.

Prohibited uses include, but are not limited to:

### 5.1 Misrepresentation

- Using the Badge for uncertified properties
- Suggesting certification applies to an entire portfolio when it applies to only one property
- Implying endorsement beyond remote work readiness
- Suggesting government or regulatory approval

### 5.2 Modification

The Badge must not be altered in any way, including:

- Changing colours, proportions, or typography
- Changing the RWR Score
- Removing or altering the RWR Score
- Adding text or graphics within the Badge
- Distorting, stretching, or rotating the design
- Applying filters or effects that impair legibility

### 5.3 Misleading Context

The Badge must not be displayed:

- In a manner implying permanent certification
- In connection with expired or revoked certification
- In contexts unrelated to the certified property
- Alongside false or exaggerated claims

## 5.4 Transfer or Commercial Exploitation

The Badge may not be:

- Sold, licensed, or transferred to third parties
- Used to certify other properties
- Incorporated into other certification schemes
- Used as part of a separate product or service offering

## 6. Display Requirements

To maintain clarity and credibility, the Badge should:

- Be clearly visible and legible
- Appear in a size that preserves readability
- Maintain adequate contrast with the background
- Not be visually subordinate to conflicting claims

Where feasible, the Badge should be accompanied by:

- The RWR Score
- The certification validity period
- A reference to RWR Certification

## 7. Digital Usage

When displayed online, Property Owners are encouraged (where technically feasible) to link the Badge to an official certification page or verification source.

RWR may provide digital badge formats designed for web use, including scalable graphics and embedded verification features.

## 8. Physical Usage

Physical display of the Badge within the certified property is permitted, including:

- Printed certificates
- Plaques or signage

- Guest information materials

Physical reproductions must use approved artwork provided by RWR.

## 9. Use by Third Parties

Third parties (such as booking platforms, agents, or employers) may reference certification only with the consent of the Property Owner and provided the information is accurate and current.

Unauthorised use of the Badge by third parties is prohibited.

## 10. Expiration, Suspension, or Revocation

The right to use the Badge automatically terminates upon:

- Expiration of certification
- Suspension
- Revocation
- Termination of the licence

Upon termination:

- All digital displays must be removed promptly
- Physical displays must be removed within a reasonable period
- All references to certification must cease

Continued use constitutes unauthorised use of RWR intellectual property.

## 11. Monitoring and Enforcement

RWR reserves the right to monitor use of the Badge to ensure compliance with these guidelines.

Where misuse is identified, RWR may require corrective action, including removal or modification of displays.

Persistent or serious misuse may result in:

- Revocation of certification
- Termination of the licence
- Legal action where appropriate

## 12. Integrity of the Certification Programme

The value of the RWR Certification depends on consistent and accurate use of the Badge. Property Owners are expected to use the Badge responsibly and in good faith.

Failure to comply with these guidelines may undermine the credibility of the certification programme and may result in enforcement action.