



Digital Asset Usage Guide

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Title	Inflatable Safety Charter – Digital Asset Usage Guide		

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V1.00	18-09-2026	First Release – Authorised by CWW
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1. Introduction

Thank you for supporting the PIPA Inflatable Safety Charter.

By signing the Charter, your organisation has demonstrated its commitment to the Nine Principles of Inflatable Safety and the shared mission of Raising Standards. Protecting Play.

This guide explains how your organisation may use the Charter's digital assets, including logos, badges, certificates and promotional graphics, to help communicate your commitment to safer inflatable play.

2. Purpose of the Assets

The Charter assets are designed to:

- Recognise your support for the PIPA Inflatable Safety Charter.
- Promote awareness of inflatable safety.
- Encourage public confidence in responsible inflatable businesses.
- Highlight your commitment to industry best practice.
- Support the wider goal of raising standards across the inflatable industry.

3. Assets Provided

The digital asset package include:

- Charter Logo
- Charter Badge
- Website Graphics
- Social Media Graphics
- Digital Certificate
- Promotional Banners

Additional resources may be released periodically.

4. Who May Use These Assets?

The assets may only be used by:

- Individuals
- Organisations
- Businesses
- Associations

that have successfully signed up to the PIPA Inflatable Safety Charter and hold a current Charter commitment.

Assets must not be shared with third parties for their own promotional use.

5. Where Assets May Be Used

Approved uses include:

Websites

- Homepages
- About Us pages
- Safety pages
- Training pages
- Footer sections

Social Media

- Facebook
- Instagram
- LinkedIn
- X
- YouTube

Print and Marketing

- Flyers
- Brochures
- Posters
- Exhibition stands
- Promotional materials

Business Communications

- Email signatures
- Newsletters
- Presentations
- Company reports

6. Approved Wording

Approved wording helps to deliver a clear and consistent message. The key to this delivery is constructing a sentence which links you, to supporting safe use of inflatables, and/or protecting play, and the PIPA inflatable safety charter.

The following statements are examples of what may be used alongside Charter assets:

Option 1

"[Your name/company] is a proud supporter of the PIPA Inflatable Safety Charter."

Option 2

"[Your name/company] is committed to the Nine Principles of Inflatable Safety."

Option 3

"Supporting safer inflatable play through the PIPA Inflatable Safety Charter."

Option 4

"Committed to Raising Standards. Protecting Play."

7. Prohibited Uses

Assets must not:

- Be altered, distorted or modified.
- Be used in a misleading way.
- Suggest PIPA endorsement of products or services.
- Be used after the Charter commitment expires.
- Be used by organisations that have not signed the Charter.
- Be incorporated into another logo or brand identity.
- Be used in a manner that could bring the Charter or PIPA into disrepute.

8. Logo Usage Requirements

Do

- ✓ Use the original digital files provided.
- ✓ Maintain the correct proportions.
- ✓ Use sufficient surrounding space.
- ✓ Ensure the logo remains clear and readable.
- ✓ Use high-resolution versions for print.

Don't

- ✗ Stretch or squash the logo.
- ✗ Change colours.
- ✗ Rotate the logo.
- ✗ Add effects such as shadows or outlines.
- ✗ Remove elements from the design.

9. Charter Commitment Validity

Your Charter commitment remains valid for **three years from the date shown on your certificate**.

At the end of the commitment period:

- Charter assets must be removed from active use unless the commitment is renewed.
- Organisations may re-sign the Charter to continue demonstrating their commitment.

To renew your commitment, simply re-submit your commitment through the PIPA website:

<https://www.pipa.org.uk/inflatable-safety-charter>

10. Revocation of Usage Rights

PIPA reserves the right to withdraw permission to use Charter assets where:

- Assets are used contrary to this guide.
- False or misleading claims are made.
- The organisation's conduct is inconsistent with the principles of the Charter.
- Continued use may damage the reputation or objectives of the Charter.

11. Certificate Usage

Your Charter certificate may:

- ✓ Be displayed on your website.
- ✓ Be shared on social media.
- ✓ Be printed and displayed at your premises.
- ✓ Be included within company profiles and promotional materials.

Certificates must not be altered or amended.

12. Example Website Placement

We are proud supporters of the PIPA Inflatable Safety Charter and are committed to the Nine Principles of Inflatable Safety. Our support reflects our dedication to safer inflatable play and the ongoing mission of Raising Standards. Protecting Play. [Charter Logo]

13. Contact Information

If you have questions regarding the use of Charter assets, please contact:

PIPA Website: www.pipa.org.uk

Email: info@pipa.org.uk