

PROMOTION



- Referencing accreditation
- Use of the Money Advice Service name and logo
- Declaring promotional activity



The Money Advice Service Quality Framework Post Accreditation for Accredited Programmes

Overview

This document aims to provide guidance to Accredited Programme owners on the conditions of accreditation regarding promotion and branding.

External Programmes

Promotion should focus on the accreditation of the Accredited Programme only. It is not permissible to refer to advice delivery organisations when promoting accreditation. For clarity examples are provided below:

	
<i>[name of Accredited Programme] has been awarded full accreditation to the Money Advice Service Quality Framework.</i>	<i>Individuals undertaking [name of Accredited Programme] will not be accredited to the Money Advice Service Quality Framework .</i>

Full accreditation to the Money Advice Service Quality Framework can be referred to using the following word pattern:

[name of Accredited Programme] has been awarded full accreditation to the Money Advice Service Quality Framework. More information can be found [here](#).

The Money Advice Service does not award accreditation to individual advisers. Owners of Accredited Programmes should not make any suggestion to the idea that undertaking the Programme will grant accreditation to the individual delegate.

Internal Programmes

Internal Programmes are subject to the same conditions regarding the promotion of MAS-accreditation as external-facing Programmes.

Requirement to notify MAS of promotional activity

There is no requirement for Accredited Programme owners to notify the Money Advice Service of promotional updates/activity where this follows the guidance above.

Use of the Money Advice Service Logo

Accredited Programme owners are not permitted to use the Money Advice Service logo in any circumstances.

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Money Advice Service website

A list of Accredited Programmes is available on [learning pathway](#). Newly-accredited Programmes will be added to this list following confirmation of successful accreditation and return of the associated template.

Non-compliance with promotional conditions

Where promotional activity by Accredited Programmes falls outside of the guidance above, the Accredited Programme owner will be asked to make relevant changes. This request may comprise suggested wording for amendments.

Where non-compliance with promotional guidance continues following this request a [withdrawal process](#) may be instigated.

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