

EASI™ Brand Rules

Last Updated: 20 September 2026

The current version is always at <https://easi.network/brand-rules>

These rules explain how an EASI™ recognised operator, and an instructor that operator has appointed, may use the EASI seal, and how anyone may describe an EASI rider level, instructor tier or operator tier. Clause 4.2 of the EASI Operator Agreement grants recognised operators the use of the mark on the terms EASI publishes for it. These are those terms.

Read them alongside the EASI Operator Agreement (easi.network/operator-agreement), the EASI Standard (easi.network/standards) and our Terms of Use (easi.network/terms-of-use).

What the mark is

The EASI mark is the EASI seal: the white circular seal EASI supplies. It is supplied in white only, for dark or coloured backgrounds.

What the mark means

On an operator's business, the mark says one thing: this operator is recognised on the EASI register. EASI has confirmed who the business is and that its insurance is in force, and the business has agreed to the EASI Operator Agreement, which commits it to the EASI Basic Standard.

Next to an instructor's name, it says one thing more: a recognised operator appointed that instructor, and the appointment is on the EASI record.

It does not say that EASI trains, examines, assesses or certifies anybody. EASI does not do those things and does not claim to. Operators assess and award; EASI records what they have done. A rider's level is awarded by a recognised operator, or by an instructor that operator appointed. An instructor's tier comes from an appointment (see Instructor Tiers below). EASI holds the record of both.

The mark does not mean that EASI has approved, inspected or audited an operator's premises, equipment, staff or teaching, or that EASI has judged any instructor's skill.

Who may use it

A recognised operator. Only a business that is currently recognised on the EASI register, and only while its recognition is current. Recognition costs nothing and always will, and the mark comes with it: an operator's use of the mark depends on its recognition, never on anything it pays EASI.

An appointed instructor. Only a person with an active instructor appointment made by a recognised operator and held on the EASI record, only while that appointment is active, and only while that operator is recognised. From 1 January 2028 there is one condition more: only while that person's own register listing is paid and current. Nothing changes before that date, and any listing fee is published on the EASI Instructor Tiers page (easi.network/instructor-tiers) before it applies. An appointment belongs to the operator and a listing belongs to the person, so a listing can lapse while the appointment is still live, and the mark is not used while it has lapsed.

Riders do not use the mark. A rider's level is shown through their ride record (see Rider levels and chevrons below).

The right to use the mark is personal. It cannot be transferred, sub-licensed, or extended to another business, a parent or subsidiary company, a franchisee, an equipment brand, or another person.

Where an operator may use it

On your website, to show that your business is recognised on the EASI register.

In your printed and digital marketing, on the same basis.

On signage at your premises.

On social media profiles and posts belonging to the business.

Always alongside your own name and branding, so it is clear the mark shows your recognition on the EASI register and is not your own logo.

Where an instructor may use it

On your own website, social media profile, CV or business card, and on the staff page of the operator that appointed you.

Only next to the line that names your tier and the operator that appointed you, for example: "i2 Instructor, appointed by [operator], an EASI recognised operator."

Never on its own, never larger than your own name, and never on a course certificate, a card or anything else that looks like a qualification.

How to use it

Use the artwork exactly as supplied. Ask us for the files rather than copying the image off a web page.

Keep it whole. Do not crop it, redraw it, rotate it, stretch it, add a drop shadow or outline, or separate the globe from the ring.

Do not change its colour. The mark is white, so place it on a dark or coloured background where it reads clearly, never on white or a pale background.

Leave clear space around it of at least half the mark's own height on every side, free of text and other logos.

Do not print it smaller than 24 mm across, or display it smaller than 96 pixels across, where the ring text stops being legible.

Do not combine it with your own logo into a single lock-up, and do not make it the most prominent mark on any page or sign.

Do not add ® to the mark or to the EASI name. Neither is a registered trade mark.

What you must not do with it

Do not use it as, or as part of, your own trade mark, logo, company name, trading name, domain name, app name or social media handle.

Do not use it in a way that suggests EASI provides, endorses, supervises or insures your services.

Do not put it on anything given to a rider or an instructor as proof of a level, a tier, a course or a qualification.

Do not use it on merchandise for sale.

Do not register it, or anything confusingly similar to it, anywhere in the world.

Rider levels and chevrons

A rider level, R1 to R4, is awarded by a recognised operator, or by an instructor that operator appointed. In the EASI app it shows as chevrons on the ride that earned it. See easi.network/rider-levels.

The chevrons are not an EASI mark. Show them as part of your ride: a screenshot of, or a link to, your own ride in the EASI app is fine. Do not turn them into a stand-alone badge, patch, sticker or merchandise, and do not pair them with the EASI seal.

When you mention your level, name who awarded it: "R3, awarded by [operator], on the EASI record."

Instructor tiers

An instructor tier, i1 to i5, belongs to one appointment. The same person can hold different tiers with different operators, and a tier ends when that appointment ends. See easi.network/instructor-tiers.

Name the operator whenever you name the tier: "i2 Instructor, appointed by [operator], an EASI recognised operator."

The "ID confirmed" tick on an Instructor role in the EASI app means EASI has confirmed who you are and accepted your role. It is not a tier and it says nothing about your teaching.

Operator tiers

Every recognised operator has an operator tier. Say "EASI recognised operator", and if you add your tier, use it exactly as the EASI Standard page names it (easi.network/standards). Do not claim a tier you do not hold.

Courses

An operator may advertise a course that leads to a tier or a level by naming itself as the provider: "i2 instructor course with [operator], to the EASI syllabus." EASI does not run courses.

Wording that is accurate

You may say:

"EASI recognised operator."

"Recognised operator on the EASI register."

"Listed with EASI."

"We record rider progress on the EASI network."

"i2 Instructor, appointed by [operator], an EASI recognised operator."

"R3, awarded by [operator], on the EASI record."

Please do not say:

"EASI certified", "EASI approved", "EASI accredited", "EASI qualified" or "EASI verified instructor". None of these describe anything EASI does.

"EASI trained" or "EASI course". EASI does not train anyone or run courses.

"EASI R4", "EASI i3" or any other level or tier without the operator that awarded or appointed it.

"UKAS accredited", "government approved", "officially accredited", or anything else that suggests EASI recognition carries UKAS or government status. EASI is a private, voluntary industry scheme and is not an accreditation body.

If recognition, an appointment or a listing ends

An operator. If your recognition is suspended, lapses or ends, or you leave the EASI register, take the mark down from your website and social media within 30 days, and stop using it on new printed material straight away. You do not have to destroy signage or printed stock that is already in use, but it must not be reprinted or replaced with the mark on it. If a suspension is lifted, you may use the mark again.

An instructor. If your appointment is suspended or ends, or the operator that appointed you stops being recognised, take the mark and your tier line down within 30 days, or change the line to say the appointment has ended, for example "i2 Instructor with [operator], 2026 to 2027".

An instructor whose listing has lapsed. From 1 January 2028 a register listing is paid, and if yours lapses, for example because a listing fee has not been paid, take the mark down within 30 days and stop saying you are listed with EASI. A lapse is an administrative matter, not a finding of misconduct, and you may use the mark again as soon as the listing is current. Your appointment is not affected: it belongs to the operator that made it, and whether you teach is a matter between you and them. The line naming your tier and that operator stays true, and it may stay up.

Permission, not ownership

These rules give permission to use the mark on the terms above. They do not transfer any ownership of, or any other right in, the mark or the EASI name.

If we change these rules, we will tell every recognised operator, and every instructor using the mark, at least 30 days before the change applies, as clause 4.2 of the EASI Operator Agreement and clause 4.2 of the EASI Instructor Agreement each say, and we will change the dates at the top of this page.

Asking us

For the artwork files, or for permission to use the mark in a way these rules do not cover, email us and we will answer. We send the files by email rather than putting them on this page, so we know who holds the mark.

EASI Network Ltd

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See also the EASI Operator Agreement (easi.network/operator-agreement), which grants the use of the mark at clause 4.2, the EASI Instructor Agreement (<https://easi.network/instructor-agreement>), which grants it to an appointed instructor at clause 4.2, the EASI Standard (easi.network/standards), Rider Levels (easi.network/rider-levels), Instructor Tiers (easi.network/instructor-tiers) and our Terms of Use (easi.network/terms-of-use).