European co-operation for Accreditation

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Rules for Use of the EA Logo

PURPOSE

On occasions, the EA Secretariat receives requests from the membership and others for permission to use the EA logo for a variety of purposes. This procedure prepared by the Communications and Publications Committee sets out the Rules for Use of the EA logo.

Authorship

The publication has been written by the EA Communications and Publications committee.

Official language

The publication may be translated into other languages as required. The English language version remains the definitive version.

Copyright

The copyright of this publication is held by EA. The publication may not be copied for resale.

Further information

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Please check our website for up-to-date information
http://www.european-accreditation.org

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INTRODUCTION

On occasions, the EA Secretariat receives requests from the membership and others for permission to use the EA logo for a variety of purposes. Typical examples include:

- Use by EA members and contracts of cooperation (COC) signatories, who may or may not be signatories to the multilateral agreement or a bilateral agreement, for use in their own promotion or on stationery.
  Use by conference organisers for events that involve, or are sponsored by, EA.
- Use by our MoU partners in their work, for example when making reference to the MoU with EA.
- Use by other partner or stakeholders organizations.

In recognition of the concern that misuse of the EA logo might among other things incorrectly imply achievement and recognition of EA MRA signatory status, this document establishes rules for the use of the EA logo.

1 THE LOGO

The EA logo is as shown below:

European
co-operation for
Accreditation

The EA logo is registered as a European individual mark.
It is not an EA MLA mark.

2 GENERAL USES

2.1 Who can use the logo?

1. The following may use the EA logo in connection with official EA activities without the need to specifically request permission to do so:

- The EA Secretariat
- Members of the EA Executive Committee
- Secretaries of official EA committees and working groups (a list of these is maintained by the EA Secretariat)

2. All other potential users of the EA logo including EA members and signatories to a contract of cooperation (COC) with EA must seek and gain permission from the EA Secretariat before using the EA logo.
They shall make a request in writing to the Secretariat setting out briefly the details of the proposed use and provide a template showing the intended use.
Any suspension or termination of EA membership or COC signatory status revokes this permission.

2.2 Why and how to use the EA logo

The EA Secretariat will consider applications to use the EA logo from other parties based upon the following principles:

- The logo is used to demonstrate EA membership, COC signatory status or any other formal partnership with EA.
- When used by parties external to EA, the EA logo shall be used in combination with the logo of the party requesting permission.
- When used by an EA member, partner, stakeholder representative, contract cooperator or signatory to a MoU with EA, the logo shall be combined with a disclaimer describing the type of relationship with EA. For example: “full member of EA”, “signatory of a MoU with EA” etc.
- The use of the logo must be in support of EA activities and/or values.
- The use of the logo must be in support of a specific EA related event or promotion (jointly organised or otherwise).
- The logo must not be used in a situation that is likely to damage or diminish the EA “brand” or be in conflict with the European policy for accreditation.
- The use of the logo must not be misleading.
- The use of the logo must not in any way imply that a product, service or training is endorsed by EA or is covered by accreditation.
- The use of the logo is restricted to the person or body applying to use it and this permission can not be transferred to any other person or body.

The EA logo shall not be used by organisations accredited by EA Members.

3 EA LOGO – TABLE OF PERMISSIBLE USE

	EA Secretariat	**EA Executive Members**	**Liaison persons**	**Committees Secretaries (and WGs)**	**EA Member ABs and COC signatories**	**Partner and stakeholder organisations**
Business cards	YES	NO except the Chair and Vice Chair who have EA business cards	NO	NO	NO	NO
Letterhead & continuation sheets for EA business	YES	YES using EA letterhead	YES using EA letterhead	YES using EA letterhead	NO	NO
Fax cover sheet	YES	YES using EA fax cover model	YES using EA fax cover model	YES using EA fax cover model	NO	NO
EA publications	YES	YES	Not applicable	YES	Not applicable	Not applicable
EA promotional banners	YES	Not applicable	Not applicable	Not applicable	YES *(1)*	YES *(1)*
Newsletters	YES	Not applicable	Not applicable	Not applicable	YES *(1)*	YES *(1)*
PowerPoint presentation materials	YES	YES	YES	YES	YES *(1)*	YES *(1)*
Press releases	YES	Not applicable	Not applicable	Not applicable	YES *(1)*	YES *(1)*

(1) upon written permission

	EA Secretariat	**EA Executive Members**	**Liaison persons**	**Committees Secretaries (and WGs)**	**EA Member ABs and COC signatories**	**Partner and stakeholder organisations**
Promotional gifts and products	YES (1)	Not applicable	Not applicable	Not applicable	NO	NO
Websites	YES	Not applicable	Not applicable	Not applicable	YES (1)	YES (1)

(1) upon written permission

4 REPRODUCTION RULES

The following rules apply when the logo is used:

- The logo must always be used in its original, designed proportions
- The logo must not appear in a size that renders the EA name unreadable.
- The logo must not be reproduced smaller than 1 x 2.75 cm.
- EA is involved in jointly sponsored conferences / events. These meeting announcements and programs may require the names and logos of numerous entities. When EA is an official partner / sponsor, the EA logo should be of equal size with the logos of the other official partners / sponsors being used in the same publicity media.
- The typeface is custom-designed artwork. As a result, a “similar” typeface must not be substituted for the letters within the logo. Always use the complete logo as shown in this document for all logo application requirements
- The logo must always be used on a background that will not impede readability.
- The logo may be reproduced in black and white or in colour provided the approved colours are used:

Mono:	100% Black
Colours :	539C, 540C or 541C
Quadri conversions (respectively) :	C100-M51-Y0-K69, C100-M47-Y0-K47 Or : C100-M51-Y0-K30,5
Font :	Umbrella + horizontal bending – angle-160°
Font of « European co-operation for Accreditation » :	Zapfhumnst Dm BT

Embossed, relief, or die-stamped versions are allowable.

To ensure high-quality reproduction, it is critical to use camera-ready artwork. Do not use photocopies of logos from other documents. Electronic or bromide versions of the artwork are available to users authorised by these rules from the EA Secretariat.

5 MISUSE

In case of misuse detected either by the EA Secretariat and EX members or by EA members EA is entitled to and will take appropriate action up to and including legal action.