

POLICY

POLITIQUE

National Operating Policy # 14

Subject: Logo Use
Approved: July 16, 2011 by the National Executive Council
Reviewed: June 2019

Objective and Rationale

The Canadian Institute of Public Health Inspectors (CIPHI) has graphic elements that are identifiable symbols of the Institute and its membership. CIPHI believes that these unique symbols including, but not limited to the National and Branch logos, must be protected in their use to reduce the likelihood that those graphic elements will not be used in any way that may have the effect of bringing CIPHI or its members into disrepute or in a manner not congruent with the mission, vision and/or values of CIPHI as an organization.

Specific Operations

A. Approved CIPHI Graphics

1. The approved National logos (hereafter referred to as “the National logo”) are:



Colour
Pantone ® # 286
CMYK 100/66/0/2
RBG 0/56/168

Black & White

2. These approved Branch logos (hereafter referred to as “the Branch logos”) are:



Colour
Pantone® #286
CMYK 100/66/0/2
RGB 0/56/168

3. The approved National Seal (hereafter referred to as “the seal”) is:



Black & White

B. Logo and Graphic Guidelines

1. Copying and use of the National and Branch logos and the seal is specifically prohibited except by prior arrangement with CIPHI. This includes use of the logo and the seal on/in web pages, presentations, letterhead, business cards or anywhere else where such use may be understood by the audience to indicate CIPHI agreement with or support for the service, views, positions, etc. being expressed.
2. The logos and the seal may only be used in close proximity to, or in obvious connection with an authorized publication, published article, broadcast news story about CIPHI National, an endorsed Branch of CIPHI, or a specific CIPHI publication, product or service.

3. The logos and the seal may not be copied, distributed or used apart from the article or broadcast commentary about CIPHI or about the applicable publication, product or service.
4. The logos and the seal must be used as provided by CIPHI, with no changes. This includes but is not limited to, changes in the color, proportion, or design, or removal of any words, artwork, or trademark symbols. Also, the logos and the seal may not be animated, morphed, or otherwise distorted in perspective or appearance.
5. The logos and the seal must stand alone and must not be combined with any other object. This includes, but is not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols.
6. The logos and the seal may not be used to represent the words “Canadian Institute of Public Health Inspectors” or “CIPHI” in text, whether in a headline or within the body of the text.
7. On a website, the logos must always be an active link to CIPHI’s homepage at <http://www.ciphi.ca>.

C. Third Party Use

1. Third parties must acknowledge and agree that no title to the logos and the seal are transferred by any agreement for use. The third party shall hold harmless and indemnify CIPHI, their officers and employees, from any and all claims, demands, or causes of action that arise from use of the logos and/or the seal.
2. Third parties interested in using the National CIPHI Logo must complete the **Application for the Use of the Canadian Institute of Public Health Inspectors National Logo (Form A)** [attached as Appendix A]
3. CIPHI will ensure that a written response is sent to the applicant within 15 business days detailing the approval or rejection of an application, including any conditions as the case may be.
4. Approval of use of the logos and the seal may be given for a specific period of time or a specific event. Upon expiry of the period or cessation of the event, users shall cease to use the logo and/or the seal immediately.
5. CIPHI reserves the right to withdraw or amend, at the discretion of CIPHI, permission to display the logos and the seal, and may request any party that has previously been granted permission to change or discontinue use of the logos and/or the seal. CIPHI also reserves the right to pursue any use that does not conform to this policy.
6. CIPHI shall have the right to review and approve any use prior to publication, and on reasonable notice to inspect samples of the use of the logos and/or the seal to ensure compliance with these terms.
7. The logos and/or the seal must never be used in association with anything or in any way that would disparage or otherwise reflect negatively on CIPHI, its products or services, or its directors, officers or members.

8. Any use of the logos and/or the seal outside of this policy, especially use that may suggest a relationship with CIPHI or an endorsement by CIPHI is strictly prohibited.

D. Exceptions

1. All CIPHI Branches, the Board of Certification, the Council of Professional Experience and the Environmental Health Foundation of Canada are excluded from completing the attached application form.

E. Special Purpose Logos and Graphics

1. For Annual Education Conferences where new logos and/or graphics are developed, the use of those graphics shall conform to this policy.

2. The approval for use of the graphics by a third party shall be approved by the Organizing Committee of the particular Annual Education Conference that developed or commissioned the graphics

Accountability

- The National President will receive and initially review all applications for use of the logos before forwarding the application to all members of the National Executive Council. By simple majority vote, the members will vote to allow or deny use of the logos after an appropriate amount of time for deliberation as determined by the National President.

Attachments / Appendices

Appendix A - Application for the Use of the Canadian Institute of Public Health Inspectors
National Logo: [page 5](#)

Document Change History

Initial Draft – June 2007
Approved – July 16, 2011

National Operating Policy #13
Attachment #1 - Form A

Application for the Use of the Canadian Institute of Public Health Inspectors Graphics

Contact Information			
Name of Applicant			
Company/Organization			
Address			
City/Town/Municipality	Province	Postal Code	Phone Number
Email Address			Fax Number

Application Details
(Attach additional pages if more space is required)

- This application for permission to use the _____ (please identify the specific graphic element)
is with respect to:
 - Print marketing/promotional material and/or informational or educational literature.
(Please briefly describe the purpose of your communication and the form it will take. For example, advertising in a newspaper, magazine, newsletter; event invitation or program; brochure or leaflet; poster; direct mail piece, etc.) _____

 - Electronic publications, for example, a web site, online newsletter or video. Please briefly describe. _____

 - Other. Please briefly describe _____

- The date/expected period of use is from _____ to _____
- The intended reproduction is in:
 - Colour
 - Black only
 - White only (reversed in a dark background colour)

/...complete both pages of the application.../

National Operating Policy #13

4. The Canadian Institute of Public Health Inspectors is connected with this program, event or activity:

- as a primary sponsor/participant
- through funding support
- Other (please provide details)

5. A mock-up/sample layout of the intended logo application is attached.

- Yes " No (If no, when will a mock-up/sample be provided? _____)

6. By signing below, the applicant acknowledges and agrees that no titles to CIPHI graphics are transferred by any agreement for use. Further, the applicant shall hold harmless and indemnify CIPHI, their officers and employees, from any and all claims, demands, or causes of action that may arise from use of the logos and/or graphics.

_____ Name (Please Print) _____ Signature _____ Date

For office use		
Date Received (mm/dd/yyyy)		Reviewed By (Name and Signature)
Approved <input type="checkbox"/>	Rejected <input type="checkbox"/>	Date of Decision (mm/dd/yyyy)
Comments/Conditions		

Once completed, send completed form to the CIPHI National Office via fax at (604) 738-4080 or email to office@ciphi.ca