

**National Operating Policy # 14**

*Subject: CIPHI Visual Identity Material Use*  
*Approved: July 16, 2011 by the National Executive Council*  
*Revised: January, 2023*

*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 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.

The objective of this policy is to provide operational guidelines for the use of CIPHI graphic elements both within the organization and by external parties, and to house the CIPHI visual identity materials.

*Specific Operations*

**The CIPHI Visual Identity Material Criteria are found in Appendix A.**

**A. CIPHI Visual Identification for Internal Use**

1. Internal use refers to use of CIPHI visual identification by the CIPHI organization, the CIPHI National Executive Council, all CIPHI Branches, the Board of Certification, the Council of Professional Experience, and the Environmental Health Foundation of Canada.
2. 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.
3. CIPHI visual identity materials, including 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.

4. CIPHI visual identity materials may not be copied, distributed or used apart from the article or broadcast commentary about CIPHI or about the applicable publication, product or service.
5. CIPHI visual identity materials must be used per The CIPHI Visual Identity Materials Criteria/Parameters (Appendix A), 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.
  - a. If an internal member wishes to use a colour or format not listed in the CIPHI Visual Identity Standards, they must request and receive permission from the NEC. This includes, but is not limited, visual identity materials used for AGMs.
  - b. Refer to Section B for specific instructions pertaining to CIPHI visual identity material use and modifications for Annual Education Conferences.
6. CIPHI visual identity materials may not be animated, morphed, or otherwise distorted in perspective or appearance.
7. CIPHI visual identity materials 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.
8. CIPHI visual identity materials 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.
9. On a website, the logos must always be an active link to CIPHI’s homepage at <http://www.ciphi.ca>
10. Use or misuse of CIPHI visual identity materials internally against this policy will result in
  - a. First, a written request and education to use CIPHI Visual Identity Material as per this policy
  - b. Second, a written direction to use CIPHI Visual Identity Material as per this policy
  - c. Subsequent, as per the Dispute Resolution process with in the CIPHI Bylaws

## **B. Special Purpose Logos and Graphics**

1. For Annual Education Conferences where new CIPHI logos and/or graphics are developed, the use of those graphics shall conform to this policy.
2. For Annual Education Conferences and in compliance with this policy, applications for approval for use of any new CIPHI graphics (developed per B.1) by a third party shall be reviewed and approved by the AEC Organizing Committee that developed or commissioned the new graphics.

For greater clarity, this only applies to newly created CIPHI graphics for the AEC. Third party use of existing CIPHI visual identity materials (Appendix A) shall adhere to this policy - part C.

## **C. Third Party Use of CIPHI Visual Identification**

1. Third parties are any organization, individual or other entity other than those explicitly listed as internal under A.1.
2. 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 CIPHI visual identity materials, including but not limited to the logos and/or the seal.
3. Third parties interested in using the National CIPHI Logo must complete the **Third-Party Application for the Use of the Canadian Institute of Public Health Inspectors Visual Identity Materials** [attached as Appendix B] and submit to the CIPHI Office.
4. The National Executive Council (NEC) will review the application and approve or reject the request use of CIPHI visual identity materials.
5. Through the CIPHI office, the applicant will receive a written response within 15 business days detailing the approval or rejection of an application, including any conditions as the case may be.
6. Approval of use of CIPHI visual identity materials 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.
7. CIPHI reserves the right to withdraw or amend, at the discretion of CIPHI, permission to display CIPHI visual identity materials, and may request any party that has previously been granted permission to change or discontinue use of CIPHI visual identity materials.

8. 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 CIPHI visual identity materials to ensure compliance with these terms.
9. CIPHI visual identity materials **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.
10. 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.
11. CIPHI also reserves the right to pursue any use that does not conform to this policy.
  - a. Upon the first noted offence, CIPHI will provide a warning letter to the third party requiring correction of the offence and/or requiring cease of use.
  - b. Upon a second offence, CIPHI may pursue legal options to protect the CIPHI brand.

#### *Accountability*

The National Executive Council will receive and review all applications for use of the logos. 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 - CIPHI Visual Identity Materials Criteria/Parameters: [page 5](#)

Appendix B - Application for the Use of the Canadian Institute of Public Health Inspectors National Logo: [page 8](#)

#### *Document Change History*

Initial Draft – June 2007  
Approved – July 16, 2011  
Revised – January, 2023

## Appendix A: CIPHI Visual Identity Materials Criteria/Parameters

The Canadian Institute of Public Health Inspectors (CIPHI) has graphic elements that are identifiable symbols of the Institute and its membership. They are the visual representation of CIPHI and attached to the values, attributes, and benefits of the organization.

NOP 14 is the visual identity use policy and must be applied whenever CIPHI visual identifiers are in use both online and offline.

### Colour Systems

Colour is a strong element of every brand and visual identity.

The CIPHI colour palette is a representation of the organization and embodies the richness, professionalism, and potential of the organization.

The CIPHI colour palette consists of 1 colour:

Pantone #286  
 Hex: #0033a0  
 CMYK: 100/66/0/2  
 RGB: 0/56/168

There is also a black option and a white option.

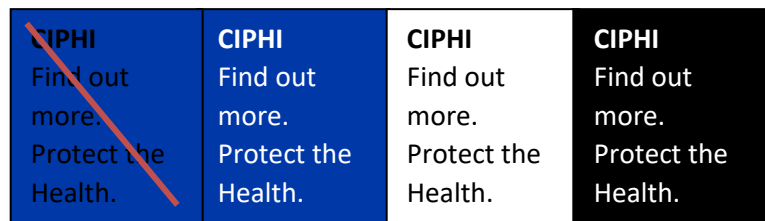


### Accessibility

When utilizing colours for marketing and communications it is important to ensure that the documents we develop are accessible for all people.

Those colour combinations that are crossed out do not meet the accessibility standards.

These combinations will not be approved when used.



## CIPHI Logos

### Permitted Versions



### Minimum size

To ensure legibility and brand consistency, the logo must never be reduced any smaller than 2.5 cm wide.



### Colour

The logo can be used as colour scheme blue, black or reversed (white-on-black or white-on blue). Greyscale and shades on the monochromatic scheme for blue are also permitted in headers, footers, and watermarks.

### Position

Horizontal placement only.

### Partner logos

Partner logos should be positioned opposite the CIPHI logo, in the lower left corner. Partner logos may also be placed on top of the CIPHI logo in vertical applications, as long as the safe space is maintained.

### Safe space

The logos presentation is enhanced by maintaining a clear area, void of all imagery surrounding the logo. This area is defined by the half the lowercase height of the “h” within the logo “ciphi”.



## Branch CIPHI Logos

### *Permitted Versions*



The same requirements with respect to colour, minimum size, position, partner logos, and safe space apply to the Branch CIPHI logos as for the CIPHI logos.

## The National Seal

### *Minimum size*

To ensure legibility and brand consistency, the logo must never be reduced any smaller than 2.5 cm wide.

### *Colour*

The logo can be used in colour scheme blue, black or reversed (white-on-black or white-on blue).

The National seal may be used as a watermark in grey scale.

### *Position*

Horizontal placement only. To ensure brand consistency, the preferred placement is always in the lower right corner when feasible.



## Appendix B: Application Form for the Use of CIPHI Visual Identity Materials

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### Contact Information

Name of Applicant: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

### Application Details

*(Attach additional pages if needed)*

Requesting for permission to use \_\_\_\_\_ *(list specific visual identity material)* 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 website, 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 - Blue
- Colour - Other request: \_\_\_\_\_
- Black on White
- White on Black/Blue
- Greyscale (watermark)

*Continued on the next page*



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: \_\_\_\_\_  
\_\_\_\_\_

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

- Yes
- No - A mock-up/sample be provided on: \_\_\_\_\_

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

<i>For Office Use</i>		
Date Received (mm/dd/yyyy)		Reviewed By (Name & Signature)
● Approved	● Rejected	Date of Decision (mm/dd/yyyy)
Comments/Conditions:		

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