



Cyber Security Coalition vzw / asbl

Logo Policy

Introduction

This document provides general guidelines for members and partners of the Cyber Security Coalition ('CSC') on the use of the CSC logo and visual identity.

The visual identity gives the Coalition a recognisable and coherent image and is constructed around the Coalition logo. The letter C refers to Coalition and Cybersecurity. The coloured dots refer to the cementing role the CSC wants to assume by bringing all Belgian experts from the three sectors together in one community.

Members and partners of the Coalition are encouraged to widely advocate and express their support for the Coalition and its mission. For such activities, the Coalition may authorize members and partners to use the Coalition logo. Generally, the Coalition does not grant permission for use of its logo to third parties although exceptions can occasionally be made.

Standard CSC logo





Horizontal CSC logo



Terms & conditions of use

In accordance with this policy, use of the CSC logo will generally be permitted on websites, in documents and/or other material that relate to the user's commitment to the CSC, its mission and/or objectives and/or outlines a user's CSC-related activities. Any use of the CSC logo without a clear connection to its mission, objectives and/or activities, will generally not be permitted.

Usage of the CSC logo is subject to the following conditions:

- Permission is requested and granted before the logo is used;
- There is no likelihood of the user of the logo being confused with the CSC;
- The logo is not used in connection with objectives or activities that are incompatible with the CSC mission and objectives;
- The logo is not used in any manner that suggests or implies that the CSC has endorsed or approved the products and/or services of the user or that the CSC is the source of such products or services.

Permission to use the CSC logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out above.

Prohibited uses include, but are not limited to:

- Any context of promoting or advertising products and services of an organization;
- Any use of the logo in connection with events/conferences in which the CSC is not a sponsor, partner, host or participant;
- Any use of the logo as a component of an organization's own logo, trademark or other branding elements;
- Any use of the logo on social media platforms, including but not limited to Facebook, Twitter and LinkedIn; Board members; contractors of the CSC Operations Office and permanent chair members of the Focus Groups constitute an exception to this rule and are allowed to use the CSC logo on their social media pages;



- Any use of the logo that implies or suggests unintended endorsement or promotion of the objectives and activities of the user of the logo by the CSC.

Logo usage violations

The CSC logo is a protected trademark. Anyone found in violation of this policy will be asked to discontinue the use of the CSC logo immediately. Legal action may be sought against any entity / natural person remaining incompliant of this policy.

Graphical logo presentation guidelines

The logo shall be used in its entirety without distorting, modifying or separating its component elements.

The information chart in annex presents the essential elements which have to be taken into consideration for the application of the CSC visual identity. The document's objective is to create a consistency between the different usages.

Co-branding

Co-branding shall be used for output and activities in which the CSC is involved as an equal partner. For co-branding with other organizations' logos, all logos should receive equal and balanced visual weight and align them with each other horizontally. The CSC logo shall be placed along with the logos of other organizers and it should be proportionately the same size as the size of the logos of other organizations.

Contact

To request permission for the use of the CSC logo, please email to info@cybersecuritycoalition.be.

If you have questions regarding this policy, please write to info@cybersecuritycoalition.be. Usage violations can also be reported to this email address.

Annex



Infochart logo
CSC.pdf