

College of Applied Biology Logo Policy

The College of Applied Biology's logo is an integral part of the identification of the College and the members of the College. The College has two versions of the logo: one designed for use by members and referred to as the *Members' Logo*, and one referred to as the *Official Logo* for more general use by the College and affiliates under special circumstances. This policy sets out the manner in which both logos may be used.

The College of Applied Biology (the College) encourages members to use the *Members' Logo* with their name and designation appended to inform the public that the individual is a member of a regulated profession. The *Members' Logo* can be downloaded from the secure area of the College website for use by members in accordance with this Logo Policy.

I. Use of the Members' Logo

Members of the College in good standing are authorized to use the *Members' Logo* without prior written approval. Members can download digital images of the *Members' Logo* from the secure area of the College's website: <https://www.cab-bc.org/page/logo-use-policy>. Use of *Members' Logo* is expressly prohibited in the following situations unless written consent is requested and provided by the College:

- Implied or stated endorsement by the College of any material appended to the Logo;
- Implied or stated endorsement by the College of an organization or group that may be associated with the use of the Logo;
- Implied or stated endorsement by the College of any services or supplies a member may be marketing at the time of the use of the logo, such as an article, publication, software or book;
- Use of the Logo in a way that would restrict, prohibit or limit another member's use of the Logo;
- Use of the Logo at any time following retirement, resignation, leave of absence or membership termination from the College.

II. External use of the Official Logo

The *Official Logo* consists of the graphic and the words "College of Applied Biology" and "Professional Accountability". The College may grant permission to outside organizations to use the *Official Logo* in situations where the use does not imply that the College endorses any services or supplies, and where the use is compliant with the **Acceptable Use Guidelines** appended.

Parties wishing to use the *Official Logo* must make a request to the College office in writing and may only make use of the logo when the request is granted.

Please contact the College if, following a review of the appended use guidelines, you have questions about logo use, placement, or size.

Acceptable Use Guidelines

Use of either the *Members' Logo* or the *Official Logo* should comply with the guidelines below. Only the College may determine situations where non-member use of either logo is acceptable.

- The logo may be used on signage, business letterhead, business cards, brochures, professional advertising, fax sheets, publicity leaflets and websites.
- No alterations to proportions, colour, resolution or content of the logos may be made without application to, and with written consent from the College.
- The logo designs must always be used on their own; they must not be included as part of another graphic.
- The logo must be printed using official, first generation (original) reproduction material in order to produce a clear image.
- The logo must not be printed with a resolution less than 300 dpi, or used on the web with a resolution of less than 72 dpi.
- The logo may be printed in colour, black & white, or reverse black & white:
 - When printed in black, a solid black version of the element is to be used. No percentage screens to obtain a two colour effect may be used.
 - When printed in reverse black & white, the white element will assume the colour of the paper stock.
 - No other colour combinations are acceptable without the written approval of the College.
- Enlarging and reducing the logos must be undertaken using proportional scaling only, in order to maintain the original proportions of the logos regardless of size.
- The graphic, and all text “College of Applied Biology” and “Professional Accountability” must be present as part of the *Official Logo*. The text must be clear and legible.
- A space must be maintained around the logo to separate it from other components of a communications piece. The logo must be positioned on marketing materials so that it is clearly associated with the member as an individual and not with any partners, associates or employees. It must be clear who the member is and who is not a member of the College.

For questions about acceptable use of the College’s logos, please contact the College.



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