



# **CONDITIONS FOR THE USE OF THE ICOM LOGO**

The conditions for the use of the name and logo of the International Council of Museums have two objectives:

- Increase the visibility of the name and logo of ICOM by linking its name and logo to activities of its network or its partners.
- Protect the name and logo of ICOM against inappropriate and unauthorized use.

With respect to its graphic chart (available on ICOM's website: [icom.museum](http://icom.museum)), the ICOM logo can be used by third parties under the following conditions:

## **USE OF THE LOGO BY ICOM'S COMMITTEES AND AFFILIATED ORGANISATIONS**

*The logo of the International Council of Museums may also be used:*

By ICOM National Committees as a part of their official identification

By ICOM International Committees as a part of their official identification

By ICOM Regional Alliance as a part of their official identification

By ICOM Affiliated Organisations that may include the name and acronym in official documentation, but may not use the logo

By the host Organisation on all materials related to the General Conference

By persons elected to ICOM offices or boards on business cards, but not with the name, logo, or symbols of other Organisations, businesses, or institutions

In brochures, pamphlets, and other forms of official communication printed or prepared by National or International Committees and Regional Alliances

On stationery for official correspondence

*The logo of the International Council of Museums may not be:*

Used for products or services that are not compatible with the image of ICOM as an international Organisation for museological education, research, and public service

Altered, revised, or used in association with other national or international institutions, companies, or Organisations

Used for purposes intended for personal or commercial gain

## **USE OF THE LOGO IN THE FRAMEWORK OF A CONTRACTUAL PARTNERSHIP**

Partner organisations are subjects to the following recommendations:

A partner organisation of ICOM is assigned to use the logo in its publications, on its website or in any documents related to the partnership. The use of the logo is limited by what has been stated in the partnership contract. For any other use, the partner has to fill the request form provided for the purpose.

To enhance the visibility and reputation of ICOM, the beneficiary is committed to demonstrate clearly the contribution of ICOM in all the communication actions related to the object of the agreement. This is made through the presence of ICOM's logo on all promotional material, information, advertising and communication. Regarding the websites, the logo is put on the front page and link to the website of ICOM ([icom.museum](http://icom.museum)).

## **USE OF THE LOGO BY A THIRD PARTY OUT OF A CONTRACTUAL PARTNERSHIP**

In any other case, agreements may be considered only for activities serving the public interest, with museum, educational or research purposes.

Permission to use the logo of ICOM is granted for the use stated by the user in the application form and is not valid for another use. The authorization is granted on a personal basis and therefore cannot be assigned or transferred to a third party, for a fee or free of charge.

## **LIABILITY**

All entities authorized to use ICOM's logo for the purposes specified herein must agree to the following provisions on waiver of liability:

- The entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities;
- ICOM does not assume any responsibility for the activities of the undersigned; and the entity shall hold harmless and defend ICOM and its officials against any action that may be brought against ICOM or its officials as a result of the use of the logo.

The name and logo of ICOM are registered trademarks. Thus, apart from the cases mentioned, the use or the affixing of the brand is prohibited. Failure to comply with these provisions may result in compensation for damages suffered by the owner of the brand and / or criminal penalties.

**To use the ICOM logo on stationary, documents or webpages correctly, please refer to the ICOM's graphic chart. The file document "ICOM\_GraphicChart" is available on ICOM's website ([icom.museum](http://icom.museum)).**