

GUIDELINES ON THE USE OF ECTA TRADE MARKS AND BRAND IDENTITY

This document provides a general guideline regarding the use of ECTA trade marks, logos, slogans, awards, trophies, brand identity, imagery and/or symbols of ECTA, ECTA Annual Conference, ECTA Autumn Meeting and any other ECTA event (the '**ECTA Marks and Brand Identity**') by any third party that does not have a separate agreement with ECTA in this regard.

1. ECTA Marks and Brand Identity are the property of ECTA, and any and all rights, including intellectual property rights relating to them, and goodwill in them are owned by ECTA.
2. ECTA Marks and Brand Identity shall **not** be used without ECTA's prior written approval by any third party for any purpose, nor shall they be adapted or modified or used in any other way to create any likelihood of confusion with, impression of endorsement by, association with, or evoke ECTA, its events or activities.
3. If ECTA supplies any materials for use by its members or attendees of its events (e.g. a social media template to communicate about one's participation at the ECTA Annual Conference/ another ECTA event), such materials must always be used in full compliance with ECTA's related instructions and shall not be adapted or modified in any way other than specifically authorised by ECTA.
4. Any requests for clarification or requests for permission to use ECTA Marks and Brand Identity shall be submitted to ECTA Secretariat at ecta@ecta.org.
5. ECTA reserves the right to vary, amend or supplement these guidelines at any time.

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