



USE OF THE EURACHEM NAME AND MARKS

Purpose

This policy sets out the permitted uses of the Eurachem name and marks ('logo').

The Eurachem name and mark

General

The Eurachem mark is a stylised chemical flask (Figure 1).

The name of Eurachem is "Eurachem". It is generally written as a proper noun, capitalised in lower case. When used in conjunction with the mark, the name is formatted in Tahoma bold, lower case, with first letter capitalised.

The Eurachem mark is often combined with the name to form a more complete logo, as in Figure 2. The mark always appears first, reading left to right or downwards. A vertically centred variant can be used.

Eurachem additionally uses a 'strapline'; that is, a short descriptive phrase, in conjunction with the name and mark. The Eurachem strapline is "A focus for analytical chemistry in Europe". The strapline normally appears in Tahoma, italic.

The strapline can be included with the logo and name, as in Figure 3. When the strapline is present, the mark and name may be right or left justified relative to the strapline. Centred variants can also be used (Figure 3, 'centred' variants).

The mark, name and strapline should have the relative dimensions and aspect ratio shown in Figures 1-3.

Colour variations

Eurachem normally uses the mark in yellow (RGB(259,209,0), hexadecimal #F9D100, though Eurachem yellow, #FFFF00, is also used). The mark may be used with or without outline (see Figure 1), or (for monochrome use) in solid black. Use of the mark with outline (Figure 1 a) is recommended where necessary to distinguish the mark from a pale background. The name generally appears in solid black.

The mark may be used in other colours dictated by graphical design, subject to executive review.

In addition, national member organisations of Eurachem may adopt alternative colouring; see below.

Use of the mark and name by Eurachem

The mark and name (as in Figure 2) should be present on all official Eurachem documents and publications. Use in guides and information leaflets is shown in templates available on the Eurachem website and (in editable form) from the Secretary.

The logo consisting of the mark and name (Figure 2) should appear on any publicity document for events supported by or involving Eurachem in an official capacity (that is, when Eurachem involvement is endorsed by the Eurachem executive).

Where space permits, use of the strapline is encouraged on publicity documents (conference flyers, posters etc.) to assist readers in understanding the general aims of Eurachem.

Use by Eurachem national member organisations

National member organisations are encouraged to adopt the Eurachem mark and name for use on their own literature (including websites etc).

Colour variation in this context is at the discretion of the member organisation, and may (for example) reflect the colours of the national flag or the member organisations's own chosen colour scheme. The two graphical portions of the mark may be coloured differently. Once selected, however, the colouring chosen should be used consistently by the member organisation.

The mark may be used in conjunction with additional graphical elements, such as a country outline, with the prior approval of the Eurachem Executive Committee.

Press use

The Eurachem name and mark may be used in independent press articles about Eurachem without further permission provided that the use does not imply Eurachem endorsement of any part of the article.

Use by other organisations

Any proposed use of the Eurachem name, mark, or strapline, separately or together, by organisations other than Eurachem national members or for press use (above) must be approved in advance by the Eurachem executive.

