Pre-Hospital Emergency Care Council

# Pre-Hospital Emergency Care Council

# Logo Usage Policy

## *Mission Statement*

*"The Pre-Hospital Emergency Care Council protects the public by independently specifying, reviewing, maintaining and monitoring standards of excellence for the safe provision of quality pre-hospital emergency care"*

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# Pre-Hospital Emergency Care Council
# Logo Usage Policy

## *Purpose*

The purpose of this document is to set out the manner in which the Pre-Hospital Emergency Care Council ("the Council") authorises the use of it's trademarked logo by organisations and institutions and also the terms and conditions of that use.

## *Scope*

This policy applies to all PHECC-approved/ /recognised/sponsored institutions and organisations and also PHECC-approved and PHECC-sponsored research projects, conferences, events etc.

## *What is the PHECC logo?*

PHECC's logo is a combination of two elements, the logo icon, or 'the face and the hand' and the logo text, which includes 'Pre-Hospital Emergency Care Council' and the Irish translation 'An Chomhairle um Chúram Éigeandála Réamhospidéil'.

The PHECC logo represents Council's corporate identity through design and colours (see pantone codes below).

## *PHECC logo specification*

When reproducing the PHECC logo in colour the following tones must be used:

- Pantone Blue 072CV
- Pantone Orange 031CV

If reproducing in black and white, all elements of the logo should be shown in black on a white/pale background, or vice-versa.

The logo artwork contains all of these elements, including the fonts, so that you do not have to match them up individually.

## *PHECC's logo must be used correctly*

It may only be reproduced from the master artwork supplied and must never be redrawn, trimmed or modified.

## *Who can use PHECC's logo?*

The PHECC logo is the trademarked property (Trade Mark No 242234) of the Pre-Hospital Emergency Care Council, PHECC approved/recognised/licenced or sponsored institutions and organisations are encouraged to avail of the privilege of using the logo and to include it to indicate their status in relation to PHECC.

The PHECC logo may be used only by organisations/institutions who are granted approval and are in current good standing, provided that the prescribed text accompanying the logo reflects their status and purpose accurately. The following are examples of organisations/instances where PHECC may grant approval for the logo to be displayed.

- Recognised Institutions – training and academic institutions or organisations
- Licenced Service Providers – service providers authorised to implement PHECC CPGs.
- PHECC approved promotional material or events.

(See samples in Appendix 1).

- ***Recognised Institutions***

PHECC academic recognition indicates a standardised quality of training provision, and entitles training institutions to advertise and run PHECC approved courses as well as to award co-branded PHECC certification. PHECC recognition also assures prospective clients that the institution or organisation they are engaged with has reached a sufficiently high standard to have been accredited to the statutory EMS regulator.

The appearance of the PHECC logo on third-party materials indicates affiliation, sponsorship, endorsement, certification, accreditation or approval of a particular initiative. It is strictly confined to for this purpose and should not be used to imply any other commercial gain, advantage or opinion.

- **Licenced Service Providers**

Licence service providers are organisations who have been authorised by Council to implement PHECC Clinical Practice Guidelines (CPGs) and administer medicinal products to patients in accordance with the Medicinal Products (Prescription and Control of Supply) Legislation.

- ***PHECC approved promotional material or events***

Council on a case by case basis may grant approval, on request for logo usage at appropriate promotional events or material.

## Terms and Conditions

### Permission

Permission to use the PHECC logo is conditional on the terms and conditions of this policy being complied with and for a period of time limited to the duration of the approval/recognised period. For this reason organisations authorised to use the PHECC logo, should

- estimate the quantity of stationery, literature and other printed materials needed for the duration of the initiative before placing print order; and
- incorporate the PHECC logo, with relevant prescribed text (see samples in Appendix 1), into their existing house style in such a way that demonstrates their PHECC status but does not give the impression that the initiative is wholly PHECC-owned. (At the bottom of stationery, for example).

Use of the PHECC logo should not be included on materials of a more permanent nature – for example, vehicles, social media sites or long-term promotional items – as these may outlive the duration of the approval.

## Terms of usage

1. Permission to use the PHECC logo must be applied for in writing to:

Email - info@phecc.ie

Or

The Deputy Director & Registrar,
Pre-Hospital Emergency Care Council,
2nd Floor Beech House,
Millennium Park,
Osberstown,
Naas,
Co Kildare,
W91 TK7N.

2. The application must contain a statement that the entire terms and conditions of this Policy Document will be adhered to and also a brief description of the intended use. (See Appendix 2)

3. The PHECC logo must be used only for the purpose requested; additional uses require separate permissions.

4. The PHECC logo may not appear as the dominant logo on any third-party literature, as this could incorrectly imply complete PHECC ownership of the initiative.

5. The PHECC logo may not be used in any manner that expresses or might imply PHECC affiliation, sponsorship, endorsement, certification or approval of any product or service unless this has been granted.

6. As a general rule, the space around the logo should be kept clear. Additional symbols or text, if any, should be placed beneath, above, or to the side of the logo with sufficient distance from the logo in order to maintain its distinct appearance.

7. The logo should only be used as provided by PHECC. You may not alter it in any manner which would distort its perspective or appearance. The PHECC logo may be re-sized to accommodate a specific use, but all text must remain legible. PHECC preserves the right to require that an instance of its logo be re-sized if, in its opinion, the name is difficult or impossible to read. Enlarging and reducing the logo must be undertaken using proportional scaling only, in order to maintain the original proportions of the logo. Sufficient white space or separation must be used so as to completely and clearly avoid any association with any other logo, organisation, product, person, property or service.

8. You may not alter the PHECC logo to incorporate any other object, including, but not limited to other logos, icons, words, graphics, photos, slogans, numbers, design features, symbols, audio files or video files.

9. The PHECC logo graphic, when used in a Web or other Internet application, must be linked to www.phecc.ie.

10. A Recognised Institution may NOT advertise or promote any level of service provision on the same page or in the same document where they are already using the PHECC Logo with the Recognised Institution Text. There must be total separation between training and service provision in logo usage as the two logos are separate.

11. PHECC-approved and PHECC-sponsored research projects, conferences, events, etc. are permitted to use the PHECC logo in conjunction with the prescribed text that correctly and accurately depicts the particular affiliation.

12. PHECC may withhold approval and reserves the right to terminate or modify permission at any time.

13. PHECC reserves the right to revoke logo-usage authorisation at any time, and for any reason. If revoked, you agree to immediately cease using the PHECC logo.

14. Failure to comply with these conditions will lead to PHECC initiating action to ensure institutional cessation of the use of the PHECC logo.

## Appendix 1

Training Institutions - Logo must ONLY be used along with proscribed text at the highest approved or appropriate level.

**Template**

| | |
|---|---|
| **Institution Name**<br>Recognised at level of<br>**Approved Level**<br>**Year Approved** | Pre-Hospital Emergency Care Council |

**Examples**

e.g.1

| | |
|---|---|
| ***e.g. EMS Training***<br>Recognised at level of<br>**Paramedic**<br>**2014** | Pre-Hospital Emergency Care Council |

e.g.2

| | |
|---|---|
| ***e.g. Training Ltd***<br>*Recognised Trainer at level of*<br>***EMT - 2014*** | Pre-Hospital Emergency Care Council |

CPG Usage - Service Providers – Licenced CPG providers must **ONLY** use the Logo along with proscribed text at the appropriate level.

**Template**

| | |
|---|---|
| **Service Provider Name**<br>Licenced to implement<br>**Approved Level**<br>**CPGs and Year Approved** | Pre-Hospital Emergency Care Council |

Examples

e.g.1

| | |
|---|---|
| **e.g. Service Provider Ltd**<br>Licenced to implement<br>**Paramedic**<br>**CPGs - 2014** | Pre-Hospital Emergency Care Council |

e.g.2

| | |
|---|---|
| ***e.g. Service Provider Ltd***<br>*Licenced to implement*<br>***Paramedic***<br>***CPGs - 2014*** | Pre-Hospital Emergency Care Council |

Sponsorship/Funding - Logo must **ONLY** be used along with appropriate text

**Template**

| | |
|---|---|
| **Appropriate Text** | Pre-Hospital Emergency Care Council |

**Examples**

e.g.1

| | |
|---|---|
| **Sponsored by** | Pre-Hospital Emergency Care Council |

e.g.2

| | |
|---|---|
| **Funded by** | Pre-Hospital Emergency Care Council |

e.g.3

| | |
|---|---|
| **Co-funded by** | Pre-Hospital Emergency Care Council |

e.g.4

| | |
|---|---|
| **Co-funded by** | Pre-Hospital Emergency Care Council |

e.g.5

| | |
|---|---|
| **Sponsored by** | Pre-Hospital Emergency Care Council |

With prior permission the logo may be used without text on promotional material at a conference or seminar.

**Appendix 2**

Deputy Director & Registrar,
Pre-Hospital Emergency Care Council,
2nd Floor Beech House,
Millennium Park,
Osberstown,
Naas,
Co Kildare,
W91 TK7N

Address Block

Institution

Date

**PERMISSION: PHECC LOGO USAGE**

On behalf of "*institution name*" I wish to apply for Permission to use the PHECC logo.

I have read and understand the "*Logo Usage Policy*" document and state that the entire policy, as stated, will be adhered to.

The following is a brief description of the intended use.

Signature Block

Appointment within institution

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