

## **Ar. HABEEB KHAN**

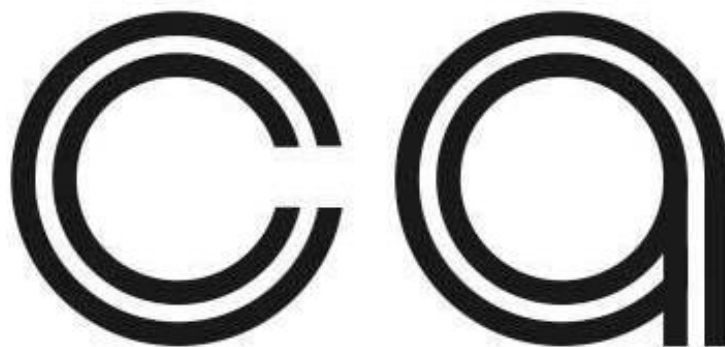
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### **President**

The Executive committee of the council of architecture in it's 210th meeting at Bangalore decided to formulate a policy for the use of Council of Architecture's logo by entities other than the council itself.

### **USAGE POLICY FOR THE LOGO OF THE COUNCIL OF ARCHITECTURE**

1. The logo is protected from being used incorrectly or inappropriately.
2. The logo cannot be used for any commercial endorsements or unauthorised support under any circumstances. The unauthorised support shall be decided by the EC of the council.
3. The logo can be used with permission for one event/conference/seminar or any other such use as deemed fit by the council. The said permission shall be deemed to have been given only once to any institution/organisation/entity. For any subsequent event/conference/seminar, new permission shall be taken from the council office.
4. The permission has to be in writing from the office of the Registrar of the council who will seek the permission of the EC in special cases arising outside this policy.
5. No permission is needed if the logo is being used by a journalist for official writing in the media he/she is employed with, media outlet using the same for editorial content. However, prior to use of the logo, written communication to the council is made beforehand.
6. The use of the logo with any colour other than black,white or gold is not permitted.



**Council of Architecture**

7. Further guidance for use of the logo after written permission, is as follows

- Do not alter or deform the shape of the logo in any way. The logo must appear exactly as shown in the image below: the elements, proportions and relationships must not change along with the text below the logo. The graphic and the text together combine to become the logo.
- Do not replace the logotype with a different typeface.
- Do not imitate any element of the logo, for any purpose.
- Do not use the logo or logotype as an element in titles, headlines or text.
- Do not place competing visual elements (including but not limited to other logos) close to the logo.
- Do not set type near to the logo that could be construed as a corporate slogan or motto.
- Do not display the logo more prominently than your own trademarks, logos and names. This includes, but is not limited to company name, trade name, product name, service name, technology name, social media name or handle. However the logo shall be placed appropriately in a clear visible way.
- Do not use the logo in any orientation other than horizontally.
- Do not use or register the logo (or any part of it) as part of another trademark, logo or name. This includes but is not limited to a company name, trade name, product name, service name, technology name, social media name or handle.
- Do not use the logo in any manner that expresses or implies that Council of Architecture has any affiliation, sponsorship, endorsement, certification, or approval of your product, service, or company ad also the philosophy, thought process or the theme and content of the event/conference/seminar etc.
- Do not use the logo to make fun of Council or portray it in a negative way.

Council reserves the sole right to alter or refuse any permission to any third party to use it's logo if such use does not comply with these guidelines or as stipulated/altered from time to time.

Also use of the logo of the council in conjunction with advertisement/support of any alcoholic beverage or tobacco products is strictly prohibited.

The council logo shall not be used for anti-government protests of any kind, governmental policy criticism or anything suggesting or implicating government in/under any circumstances.

Council logo is available for use based on above policy, subject to the terms of it's use so defined (the "Usage Policy"). Permission is granted to use the logo only on the conditions set forth in this Usage Policy and not otherwise. The logo is the sole and exclusive property of Council. Your use of any logo implies acceptance of, and agreement with, the terms of the Usage Policy. Any use of the logo that does not comply with the Usage Policy is not authorised. Council reserves the right to revoke its approval of use of the logo at any time.

"Council" herein above refers to Council of Architecture