

Policy document

ISPEN logo use

The logo is ISPEN's most valuable asset. It symbolizes ISPEN's identity, and distinguishes from others, represents ISPEN's expertise, values, and services. Misuse or inappropriate use of the logo thus negatively impacts the organization. It is permitted to use the logo on flyers, bags, pens, lanyards, social media, displays, badges if done in accordance with the guidelines mentioned below:-

1. Any ISPEN endorsed event should carry the logo.
2. The minimum clear spacing around the logo should be 1cm on all sides
3. The color background needs to be maintained as pure white
4. The color of the logo cannot be changed
5. The logo cannot be stretched, rotated, reversed,
6. Gradient, shadows and other effects are not allowed.
7. No distortion or pixelation of the logo should be visible in any format.
8. In the event there are multiple logos of other educational organizations the sizes of both should remain the same
9. An industry logo should be placed one or more rows below the ISPEN logo and cannot be placed alongside. However monochromatic version of the logo adhering to point 5, 6, 7 in this document can be done as per requirement.
10. Before making the invite of the event carrying the logo in social media or any other form of public display the organizer should take necessary approval from the ISPEN secretary.
11. The local city branch will not share the ISPEN logo with any other Organization without prior written permission from President, General Secretary. The local branch of ISPEN is permitted to use the logo in local ISPEN official functions, local meeting, local seminars, CME, workshop provided the endorsement amount is deposited in local official registered ISPEN bank account.
12. Individual members barring the president, general secretary and the treasurer are not allowed to use the logo in their personal I-card, websites etc.
13. In the event of non-conformation to the above guidelines the organizers would be liable to a penalty of Rs 20000 immediate removal of the logo from all forms of media or other material. Further permission to use the logo would be permitted after the next EC meeting scrutiny.