



CONDITIONS

for the
use of the ESSA logos

1. Scope and objectives

- 1.1 These conditions govern the use of the logos of the association European Security Systems Association e.V. (ESSA) by the ESSA members. The registered office of ESSA is Lyoner Str. 18, 60528 Frankfurt am Main, Germany.
- 1.2 It was put into effect by the executive committee on 12 November 2014.
- 1.3 The trademark rights are held by the organisation.

2. Definition – Logos

ESSA Member Logo:



Use of the ESSA Member Logo is reserved for the members.

ESSA Logo:



Use of the ESSA Logo is reserved for the Association itself.

3. Right to use the ESSA Member Logo

- 3.1 By becoming a member of ESSA, the ESSA member obtains the right to use the ESSA Member Logo in accordance with these conditions.
- 3.2 It is recommended that, if there are any doubts, the use of the ESSA Member Logo be agreed with ESSA.
- 3.3 The ESSA members shall inform the administrative office about any use of the ESSA Member Logo which infringes these guidelines. This applies, in particular, to its use by the companies associated with the ESSA member.

3.4 The ESSA Member Logo may be used to present membership in the ESSA in legal transactions to the public. The ESSA Member Logo shall document that those entitled to use it support the objectives of the Association. The ESSA Member Logo may not be used in connection with objectives that do not comply with the Statutes of ESSA (e.g., with a restricting effect on the market). It must not be shown in a way that is damaging to the reputation of the Association.

3.5 The ESSA Member Logo may not be used in direct connection with products; especially not in connection with ECB•S-certified products. Its use must not give the impression that the ESSA Member Logo is indicative of the quality of products or services.

3.6 If the ESSA Member Logo and the ECB•S Logo are shown together, the differences in meaning and importance of the individual logos must be easily comprehensible.

4. Way of use

4.1 If necessary, the ESSA Member Logo can be requested in different file formats from the administrative office. Only the pictures and/or data files obtained from the administrative office shall be used.

4.2 The ESSA Member Logo shall only be used in its original form. It must not be distorted, altered as to its proportions, its colours and other types of representation. The use of negative versions is not permitted.

4.3 In the space around the ESSA Member Logo, a protective zone shall be observed. The minimum distance to the next element on all sides is 25 % of the total height of the logo.

4.4 The size of the logo shall be selected such that the letters contained therein can be recognised.

4.5 The media that may be used are (without being limited to): Presentation on the Internet, presentation at fairs and exhibition, correspondence (not in the letterhead), print media (posters, printed presentations, brochures). It is recommended that the use of further media be coordinated with ESSA.

5. Expiration of the right to use

5.1 The right to use the ESSA Member Logo expires with the expiration of the ESSA membership.

5.2 Thereafter the ESSA Member Logo shall be removed from all media immediately. Media from which the ESSA Member Logo cannot be removed (e.g. brochures) may no longer be distributed for public advertising without consultation with ESSA.

6. Sanctions

6.1 In case the company infringes any obligation according to clauses 3.3 to 4.5, the infringing party will be given a written warning with the Note of Obligation that for any further case of non-compliance he shall pay to ESSA a penalty amounting to 5.000,00 euros – excluding the right to continued use.

6.2 In the case of repeated infringements of these conditions, the executive committee may exclude the member from ESSA after two written warnings according to § 4 No. 4 b) of the ESSA Statutes.