



# Canadian Society of Safety Engineering

Canada's safety, health and environmental practitioners

Date approved:  
September 2018

Version:  
2018-09-15

Document Owner:  
CSSE Secretary

## POLICY: CSSE Brand, Logos and Trademarks – Guidelines for Authorized Use

### 1.0 Purpose

This policy establishes the guidelines under which the Canadian Society of Safety Engineering (CSSE) brand – including the name, trademarks and official logos may be used.

### 2.0 Policy Statement

The CSSE and its Board of Directors are committed to maintaining the integrity of the CSSE brand – including the name, trademarks, and official logos. The CSSE name, trademarks, and official logos must be used solely in support of the interests of CSSE, and in accordance with the guidelines set out in this Policy.

### 3.0 Scope

This Policy applies to the use of the CSSE name, registered trademarks, CSSE Official Trademark logo, CSSE Chapter logos, CSSE Member logo and CSSE Professional Member logo.

### 4.0 Definitions

- Name – “Canadian Society of Safety Engineering” or “CSSE” are equally appropriate nomenclature to use when referring to the Society
- Trademark – The words “Canadian Society of Safety Engineering®” and the 11-point maple leaf logo are registered trademarks

- *Trademark (word)*

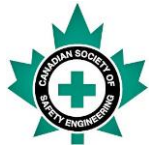
- Canadian Society of Safety Engineering TMA859770

- *Trademark (design)*

- TMA852216



- Logo – The graphic emblem used by CSSE to aid and promote organizational recognition. CSSE's graphic emblem is a green 11-point maple leaf emblazoned with a green cross on a white circular field surrounded by a black roundel containing the words “Canadian Society of Safety Engineering”. The following officially-sanctioned CSSE logos feature this design (samples of each appear in Section 6 of this Policy):
  - CSSE Official Trademark logo
  - CSSE Chapter logos
  - CSSE Member logo
  - CSSE Professional Member logo



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### 5.0 Responsibilities

The CSSE Secretary and Executive Director will enforce this Policy, and has authority under this Policy to grant use of the CSSE Official Trademark logo.

All CSSE members are responsible for ensuring their use, and their Chapters' use, of the CSSE name, trademarks and/or official logos is in accordance with this Policy.

### 6.0 CSSE Logos

CSSE Official Trademark Logo:



The CSSE Official Trademark Logo is the exclusive property of the CSSE Board of Directors, and can be displayed or used only for official CSSE business and to promote, brand, and serve the best interests of CSSE as a whole. The CSSE Official Trademark Logo may not be displayed or used in any manner by any other individual, Chapter, Committee, organization, or other entity without the written consent of the CSSE Secretary.

The CSSE Secretary has authority under this Policy to grant use of the CSSE Official Trademark Logo.

Use of the CSSE Official Trademark Logo requires agreement to the Terms and Conditions for Use of CSSE Logos (Section 7.0).

CSSE Chapter Logos:



The CSSE Board of Directors has approved CSSE Chapter Logos, which are recognized as the official logo for chapters. These logos assist in creating a professional image and consistent look for Chapters across the country. Adaptations of the logo – such as its appearance in boxes, condensed, screened or altered in any way – are not permitted.

Prior to 2018, some Chartered Chapters of the CSSE developed a unique Chapter identifier which was approved by the Board of Directors. These unique identifiers can only be used when accompanied by the CSSE Official Trademark logo in equal proportion. Approval of Unique Chapter identifiers has been discontinued, and use of previously-approved unique Chapter Identifiers will no longer be permitted after December 31, 2019. Effective January 1, 2020, all chapters will be required to use the specially-created CSSE Chapter Logos on Chapter-branded items and materials.



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### CSSE Chapter Logos

Continued

Written consent must be obtained from the CSSE Secretary for use of the CSSE Official Trademark Logo. Chapters cannot use the CSSE Official Trademark logo on its own.

Chapters are encouraged to use the specially-created CSSE Chapter Logos to assist in presenting a consistent and unified brand across Chapters. These official Chapter Logos are designed for use on their own, and do not need to be accompanied by the CSSE Official Trademark Logo.

### CSSE Member Logo:



The CSSE Member Logo is only for the individual professional use of health and safety practitioners who are in good standing with the CSSE (i.e. membership dues paid up to date). The CSSE Member Logo can be downloaded through the Member portal on the CSSE website (requires Member login).

The CSSE Member Logo may not be used to imply that a company or organization – including a company or organization owned by a CSSE member – has an affiliation with, or is a member of, CSSE.

Members downloading and using the CSSE Member Logo agree to the Terms and Conditions for Use of CSSE Logos (Section 7.0).

### CSSE Professional Member Logo:



The CSSE Professional Member Logo is only for the individual professional use of CSSE members who have met the requirements for and have been officially granted Professional Member status.

Members using the CSSE Professional Member Logo agree to the Terms and Conditions for Use of CSSE Logos (Section 7.0).



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### 7.0 Terms and Conditions for Use of CSSE Logos

- Only the official, specially-designed CSSE logos can be used.
- Each logo cannot be altered or changed in any way.
- Use of any CSSE logo is subject to the guidelines outlined in this Policy.
- The CSSE Member and CSSE Professional Member logos can be used only for individual professional purposes in communication materials or tools such as business cards, CVs, letterheads, email signatures, stamps/embossers, etc.
- When used in conjunction with other logos, the CSSE Trademark logo, CSSE Member logo and CSSE Professional logo must be of equal or greater size with other logos.
- Use of any of the logos will be discontinued immediately should a CSSE member not renew membership.
- Specific use of the CSSE Trademark, CSSE Member or CSSE Professional logo will be discontinued immediately when notice is given that the use is deemed by the Secretary to be an unacceptable or unprofessional application of the logo.

### 8.0 Logo Specifications

Approved Logo Variations:





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### CSSE Logo Colours:

- Green – Pantone 340 C
- The greyscale version is for use when printing with black ink, usually in newsprint.

### Logo Placement:

- The area around the tips of the logo are equal to the height of the first peak on the leaf.
- The centre mark of the logo is the mid point of the cross.
- The logo cannot appear smaller than .10 px or it will no longer be legible.
- The logo should be placed on a plain background

### Incorrect Usage:

Any CSSE logo must not be altered from its original form. These are examples of how a CSSE logo must NOT appear:



**NOTE:** Notwithstanding the foregoing, the CSSE Board of Directors reserves the right to approve the depiction of the CSSE Official Trademark Logo in a colour most suitable to the material on which it is displayed. Specific examples include, but are not limited to: white on a dark background (i.e. CSSE PDC delegate bags or CSSE branded clothing); or monotone when used in metal lapel pins (i.e. CSSE Chapter Chair and Past Chapter Chair pins).



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### **9.0 Consequences for Inappropriate Logo Use**

If the CSSE name or any CSSE logo is misused – as outlined in this Policy – the following steps will occur:

#### *Receipt of Complaint*

1. Complaints alleging unauthorized use of the CSSE logo must be brought to the attention of the Secretary and / or the Executive Director. Supporting documentation should be included.
2. The Executive Director shall determine if the complaint falls within the scope of this policy.
3. The Executive Director will ensure all investigations of unauthorized use are tracked using a distinct reference number and will start a file when the complaint is valid.
4. When the complaint is valid, the Executive Director will attempt to directly contact the Respondent by telephone directing them to immediately cease and desist all use of the logo and make a note to the file.
5. When telephone contact cannot be made or there is no response to voice mail(s) left, then the Executive Director will contact the Respondent by mail directing them to immediately cease and desist all use of logo (preferably by registered mail).
6. The Executive Director will notify the Complainant (when known) that their complaint has been received and action is being taken.
7. The Executive Director will send a list of Respondent names and dates of occurrence to the Secretary and the Board of Directors on a quarterly basis.

#### *Respondent Response*

1. The offending member, organization or company will be informed of the misuse of the CSSE name and/or logo, and will be advised of the necessary measures/changes that need to take place to comply with the *CSSE Brand, Logos and Trademarks – Guidelines for Authorized Use*. Thirty (30) days (from the date of the letter/email) will be provided to take the necessary compliance measures.
2. When a response is received from the Respondent and documentation is provided that the unauthorized usage has ceased, the case will be closed.
3. Continued misuse of the CSSE logo thirty (30) days after the original letter/email, the member, organization or company will receive an email from the CSSE Secretary requesting compliance within fourteen (14) days.
4. Failure to comply after these two warnings will result in the following:
  - a. Individual use – Cancellation of CSSE membership (reinstatement possible after two (2) years)
  - b. Chapter use – annual Chapter rebate withheld until compliance is achieved
  - c. Organization/Company use – notice published in CSSE Contact of inappropriate use of CSSE name and/or logo(s) by the organization/company.



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**Approved By:**

A handwritten signature in black ink, appearing to read "Kathy Tull", is written over a horizontal line.

September 15, 2018

**Kathy Tull – CSSE President**

**Date**

A handwritten signature in black ink, appearing to read "Trevor Johnson", is written over a horizontal line.

September 15, 2018

**Trevor Johnson – CSSE Vice President/Treasurer**

**Date**