

# Secretariat Declaration

Approved by International Secretariat

Resolution No 00016/09-10

Dated 15<sup>h</sup> Dec 2009

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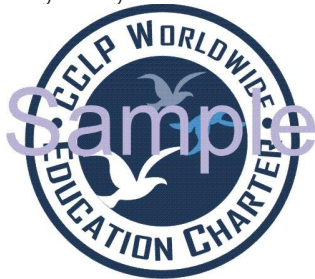
## Education Charter International Logo for Officers, Members and Supporters & Endorsers

Use by Office bearers, member, supporters, and Endorsers of the theme of "We Support the Education Charter " logo is encouraged as a way to promote their commitment to the initiative and raise awareness of the Education Charter Principles.

It can be used, for example, on corporate websites and pertinent printed materials. Please note, however, that every use of a Education Charter various logo, except the general logo requires permission in advance from the Office of international Council of CCLP Worldwide. We invite you to become familiar with the Education Charter Logo Policy and below before requesting permission to use a Education Charter logo.

There are three Logos which may be used subject to approval and position of user in CCLP Worldwide

1. General Logo – For use by Endorsers and Supporters and general users without explicit permission from International Council only to the place where it serves its objective (The User may verify the same from office of CCLP Worldwide for its use)



2. Members Logo- For use by full or consultative member of CCLP Worldwide



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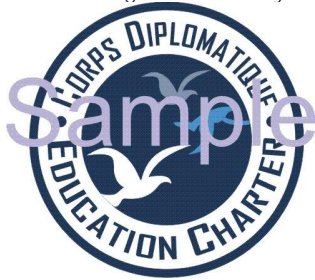
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3. Officers logo- For use by officers of CCLP Worldwide



## Policy on the Use of the Education Charter International Logo

The Education Charter International name and logo are the property of the Office of CCLP Worldwide; the following guidelines govern the use of the Education Charter International name and logo by officers, members, supporters, endorsers and other Stakeholders of the Education Charter International initiative. The Education Charter International Office reserves the right to take appropriate action in the event of a breach of this policy. Possible actions may include, but are not limited to, removing the participant's name from the list of membership, revoking participant status, and/or instituting legal proceedings with the appropriate authorities. Any suspected misuse of the Education Charter International name or logo in the context of the Education Charter International should be referred to [edulogo@cclpworldwide.com](mailto:edulogo@cclpworldwide.com)

### 1. Use of the Education Charter International Name and Logo

The Education Charter International Office grants Participants and other Stakeholders a limited right to use its logo ("the Education Charter International logo"), which is displayed above. The Education Charter International Office's general policy is to permit its participants and other stakeholders to use the Education Charter International logo only in the context of their activities promoting the Education Charter International and its goals, but not in any manner that suggests or implies that the Education Charter International Office has endorsed or approved of the activities, products, and/or services of the organization, or that the Education Charter International Office is the source of any such activities, products, and/or services.

For all proposed uses of the Education Charter International logo, the permission of the Education Charter International Office must be sought in advance from the Education Charter International Office



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Please provide us a sample of your document via the [email](#) and indicate where on the sample document you would like the logo to appear. Specifically, please note that the following uses will not be permitted:

- Any use of the logo as a component of an organization's own logo, trademark or other branding elements
- Any use of the logo for the promotion or advertising of products, services and other activities intended to solicit business
- Any use of the logo as a permanent graphical element of stationery, business cards or other variably utilized print materials
- Any use of the logo suggesting or implying a certification or seal of approval for activities, services and/or products

## 2. Use of the "general Education Charter International" Logo

Participants in the Education Charter International and other Stakeholders are encouraged to advocate widely and express their support for the Education Charter International and its principles. For such activities, the Education Charter International Office may authorize Participants and other Stakeholders to use the general Education Charter International" logo

Please note that the following conditions apply for the use of the general Logo:

- The general Logo must be placed in such a manner that it is clear from the context which organization the "We" refers to.
- The general Logo may not be sub-licensed to any other entity without the prior written consent of the Education Charter International Office
- The general Logo is not to be used in any manner that suggests or implies that the Education Charter International Office has endorsed or approved of the activities, products, and/or services of the organization, or that the Education Charter International Office is the source of any such activities, products or services.

In accordance with this policy, the following uses of the general Logo will generally be permitted:

- In training and/or other educational materials related to the Education Charter International
- In documents and/or other materials designed to promote the principles of the Education Charter International
- In statements outlining a participant's Education Charter International-related activities
- As a permanent graphical element of stationery, business cards, and other variably utilized print materials
- In the context of promoting or advertising products and services of a participant, provided that the logo is not used as a designation of origin
- In connection with fundraising for the Education Charter International or Education Charter International-related activities.



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However, for all proposed uses, including those referred to above, it is advisable to get permission to use the General Education Charter International logo. Please provide us a sample of your document via the email and indicate where on the sample document you would like the logo to appear. Please note that the following uses will not be permitted:

- Any use of the logo in connection with fundraising that is unrelated to the Education Charter International or Education Charter International-related activities
- Any use of the logo suggesting or implying that the Education Charter International Office approves or endorses the activities, products, and/or services of the organization
- Any use of the logo as an indicia of origin of products and/or services.

## 3. Use of the Name and Logos by Members of the Education Charter International

The terms and conditions under which Members and chapters of the Education Charter International Office may use the Education Charter International name and logo will normally be set out in licensing agreements establishing or memorializing the relationship. In all other cases, where there is no agreement, the policies set forth herein will apply. A separate logo for members has been designed and may be obtained from Education Charter Office

## 4. Use of the Name and Logos by office bearers of the Education Charter International

The terms and conditions under which Office bearers of the Education Charter International Office and may use the Education Charter International name and logo will normally be set out in licensing agreements establishing or memorializing the relationship. In all other cases, where there is no agreement, the policies set forth herein will apply. A separate logo for office bearers has been designed and may be obtained from Education Charter Office

## 5. Rules Governing the Reproduction and Display of the Logos

Maintaining consistency in the display of the Education Charter International name and logo by the Education Charter International and its chapters, Partners, Participants and other Stakeholders is an important aspect of the strategy to advocate the principles of the Education Charter International. Accordingly, when participants, stakeholders, and chapters incorporate the Education Charter



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International name and logos in their materials for the permitted uses outlined above, they are asked to strictly adhere to the following guidelines regarding the reproduction and display of the Education Charter International name and logos

Elements of the Logos. The Education Charter International logos are comprised of four unique elements: (1) the wording " Education Charter " (2) The "three bird flying " symbol; (3) Round circle in dark blue and (4) customization of member, cclpworldwide and office bearers with the name " Member" CCLP Worldwide and Corps Diplomatique"

- Colour of the Logos. The logos may be reproduced in colour, or in black and white. The preferred colour is Dark blue.
- Appearance of the Logos. In all materials on which the Education Charter International logo is used, the Education Charter International logo must appear in isolation, uncluttered by competing images. The logo should appear horizontally. The logo should not be used as part of a sentence or word phrase, or associated with any non-related symbols or graphical elements. The general Logo must not be used out of context where it is unclear to which organization the "We" refers.

## 5. Use of the Office of CCLP Worldwide Name and Official Emblem

The use of the Office of CCLP Worldwide name and emblem and any abbreviation thereof, is reserved for official purposes of the Organization in accordance with charter of the organization. That resolution expressly prohibits the use of the Office of CCLP Worldwide name and emblem for commercial purposes or in any other way without the prior authorization of the International Council.

## 6. Old Logos of Education Charter and CCLP Worldwide

The same rules will be followed for the old logos of CCLP Worldwide as set forth in this declaration



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