



## **PROTOCOL RELATING TO THE USE OF THE AIPPI MARK**

### **1. Introduction**

The purpose of this Protocol is to establish the policy and to set criteria for the proper visual representation of the AIPPI mark as defined in 2.

### **2. AIPPI mark**

The AIPPI mark consists of two elements –the word “AIPPI” and the AIPPI logo represented below. Both elements must be used together and in the same relation and proportion to each other as follows:



No changes to the AIPPI mark shall be made, including background or orientation, unless expressly permitted by this protocol or otherwise with the prior written consent of the Bureau. Black and white printing of the AIPPI logo is permitted, but not preferred. See 3.a below.

### **3. Technical details**

#### **a. Colours**

The colour of the AIPPI logo is Pantone Blue 2718 U (100%) and the colour of the word “AIPPI” is black (100%).

#### **b. Fonts**

The font of the word “AIPPI” is Futura Bold.

#### **4. Ownership of trade mark registrations**

Trade mark registrations of the word "AIPPI", the AIPPI logo and the AIPPI mark should be in the name of AIPPI International, according to the Resolution on Trade mark Registrations (2008, Boston).

#### **5. Use of the AIPPI mark**

##### **a. General rules**

The use of the AIPPI mark must comply with AIPPI Regulations.

##### **b. Use by representatives of AIPPI International**

Members of the Bureau and any AIPPI Committees, or any other members of AIPPI with responsibilities delegated by the Bureau, may use the AIPPI mark in any communications on behalf of AIPPI International, following a template provided by the General Secretariat.

##### **c. Use by NRGs**

NRGs may use the AIPPI mark together with their country or regional name, as per the examples below:



Use of the AIPPI mark on the web sites of NRGs is encouraged.

Linking by NRGs to the web site of AIPPI is encouraged.

August 2017