

## WACC Logo Policy

WACC introduced a new logo in November 2013.

### The Logo

The logo consists of two parts: the graphic element and the text elements.



The graphic element is a helix in four colours representing both the world and the world of communications, with two partial waves to the left representing outbound signals. The text elements are the acronym WACC and the tag line “communication for all”.

The text elements are available in English, Spanish, and French, as well as versions that include the names of WACC’s regional associations.

The logos are available in horizontal and vertical formats.

The logos are also available in greyscale (black & white) for use when colour is not an option.

### Policy

WACC seeks appropriate and consistent use of its logo as a means to promote its corporate identity and branding.

WACC, its regional associations, its Members, and its project partners are free to use the WACC logo in line with this policy and provided that the following graphic guidelines are observed:

- \* Wherever possible the logo shall be used in colour.
- \* The logo and text shall be used together, as defined.
- \* The typeface shall not be altered or replaced with another.
- \* The proportions of logo and text shall be retained.
- \* The logo shall not be reproduced as a negative image.

### 1. Use

a) The WACC logo may be used for official WACC purposes related to its work and

mission. Such purposes may include: formal correspondence, website, signs, documents, application forms, job postings, publications, advertisements, public announcements, awards, certificates, official promotional and protocol items and other uses as approved.

b) On letterhead the WACC logo shall be displayed prominently and preferably at the top of the page. The full name of the organization (World Association for Christian Communication) shall appear in a footer together with other relevant details.

c) WACC Members and partners may reproduce the WACC logo to indicate their affiliation with WACC, but not in any way that may suggest that the Member or partner represents the Association.

d) Regional associations may use the version of the logo which includes the appropriate name.

## **2. Authority**

a) The WACC logo including the tag line is the exclusive property and right of WACC and can be displayed or used only for official WACC business by the Association, its regional associations, its Members, and its project partners. The logo may only be displayed or used by other individuals and organizations or entities with the written consent of WACC.

b) The General Secretary will ensure that this Policy is being followed and has authority under this Policy to grant use of the logo.

c) A decision to allow or disallow use of the logo may be appealed to the WACC Board of Directors.

## **3. Prohibited Use**

It is WACC's policy that the WACC logo be used without modification and in an appropriate manner. Examples of prohibited use include, but are not limited to, the following:

- \* Reproducing the WACC logo on materials that are not intended for official use.
- \* Any implication of endorsement by WACC of an individual or organization or its activities.
- \* Commercial uses, including placement of the logo on product packaging or on any item offered for sale.
- \* An individual's use of the logo for purposes other than acknowledging membership or participation in WACC projects and activities.
- \* Combination of the WACC logo with another logo.