

Logo Usage Policy
Trust over IP - Communications Committee

DRAFT - For Review

LOGO - refers to the current and all future iterations of the combined logo mark and logotype presented below:



AUTHORITY -

The Steering Committee has the exclusive right to authorize and/or control the use of the Trust over IP logo.

DELEGATION -

The Steering Committee has delegated its authority to the Communications Committee for the purpose of reviewing and rendering decisions on individual requests made by members to use the name and logo.

PRINCIPLES - LOGO USAGE

The Trust over IP logo:

- Shall never be altered, combined with other marks, displayed in part, displayed with colour variations or other superimposed elements.
- Shall not be used as part of a product name, incorporated into a member's logos or designs.

- May be presented, as required and appropriate, alongside Linux Foundation logo and word marks.
- Shall only be incorporated into posters, brochures, signs, websites, or other marketing materials to promote events, products or services with the explicit approval of the Steering Committee or under the delegated authority of the Communications Committee.
- Shall never (including in fair use cases discussed below) be used for the purpose of stating or implying that the Trust over IP Foundation endorses or supports a member, its products or services without prior agreement.
- May be used as a link to the Trust over IP website so long as the presentation of the link and use of the logo respect all principles presented here.

Further:

- Members may make fair use of the logo to support true factual statements. Fair use does not permit a member to state or imply that the Trust over IP Foundation endorses or supports a member, its products or services without prior agreement.

PROCESS

Members will submit requests in writing to the Communications Committee, clearly stating the intended use for the logo and the manner in which it will be presented.

It will be sufficient for such a request to take the form of an email message sent either to the Communications Committee Chair (John Jordan) directly, or the Communications Committee mailing list (groups.io) or to the Trust over IP Program Manager.

Messages posted to the #communications-committee channel on Slack, sent via text/SMS or any other social media platform (e.g. Linked-In) will not be accepted.

If the request relates to an event, the request will provide a minimum of ten (10) working days prior to the event for the Communications Committee to issue a decision.

Communications Committee members will decide, by consensus or vote (as required), on each request individually based primarily on the consistent application of the principles put forward here but also giving consideration to precedent set by previous decisions.

RECORD OF DECISION

The Communications Committee will always issue a decision to a request in writing via email to the member.

In instances where a negative decision is rendered, specific reasons will be stated as part of the response.