

# Policy on Logo Usage

## World Small Animal Veterinary Association (WSAVA)

Last Review: May 2019

The WSAVA logo is the graphic representation of the Association and displays the WSAVA name in a distinctive and proprietary form. The WSAVA logo consists of the WSAVA emblem, the Association title and tagline (see Appendix I - Picture 1).

### 1. Purpose

These guidelines are created to ensure the integrity of the WSAVA logos and is directed at all WSAVA members, volunteers and employees as well as any other organization or individual.

### 2. Layout

The logo should always be generated from the original digital master artwork. No component of the logo should be changed or amended under any circumstances. Any modification, such as scaling, should always be made to the logo as a whole. No different fonts, colors or other text-enhancing tools should be used to mimic/edit the logo.

- 2.1. **Symbol** – The WSAVA graphic symbol is an integral part of the WSAVA brand and the WSAVA logo. The symbol includes three key graphic elements: the blue globe, the WSAVA title and the Association logo illustration (see Appendix I - Picture 2).
- 2.2. **Color** – Whenever possible, the logo should appear in full color on a white background. When the logo needs to be used in black & white or on a conflicting background, the logo may be used in black & white (see Appendix I - Picture 3) or in white (negative) (see Appendix I - Picture 4).  
A distinct contrast between the WSAVA logo and the background should be provided in order to ensure visibility of the logo (see Appendix I – Picture 5).
- 2.3. **Size** – the logo may be reproduced in various sizes but should not be less than 40 mm in width as this will compromise its legibility and reproduction quality (see Appendix I – Picture 6).
- 2.4. **Margins** – a surrounding area should be maintained clear to ensure that the logo is not crowded by other textual information. The minimum acceptable margins are displayed in Picture 7 of Appendix I.

### 3. Mandatory usage

All publications and materials created by the association should include the WSAVA logo, including but not limited to

- letter headings
- business cards





- certificates and awards
- websites
- policy documents
- guidelines and toolkits
- press releases and articles
- promotional materials (e.g. banners, posters, flyers)
- merchandise (e.g. clothing, mugs, pins)

#### 4. Internal use

The logo may be used internally for Members, Committees, Projects, Guidelines or other relevant purposes. Any use of a WSAVA logo will be subject to the WSAVA logo style as provided by Kenes International.

- 4.1. **Members** - The Executive Board (EB) and Secretariat will encourage Members to display the WSAVA logo on all media platforms and publications.
- 4.2. **Committees**
  - 4.2.1. All committee logos should be consistent with the association logo and other committee logo and are generated by Kenes International.
  - 4.2.2. All publications and materials created by a committee should include the logo of that committee.
  - 4.2.3. Sponsors of a committee should be acknowledged appropriately. No logos, other than the committee logo, will be included in all committee tools and guidelines, unless otherwise approved by the EB. The appropriate use of logos on WSAVA Guidelines and Tools has been outlined in Appendix II.
  - 4.2.4. All committee and sponsor logos should be published separately. No joint logos should be used.
  - 4.2.5. All artwork for committee logos must be sent to the Secretariat for approval
- 4.3. **Projects & Guidelines** – Project and Guideline logos should be consistent with the association logo and other project and guideline logos. Project and Guidelines logos are generated by Kenes International.

#### 5. External use

The logo may be used externally for Sponsor Acknowledgement, Endorsements, Events and other relevant purposes.

- 5.1. **Request** - Any sponsor, partner, other organization and individual may request to display the WSAVA logo on publications, materials and social media platforms.
- 5.2. **Submission** - all requests must be sent in to the WSAVA Secretariat via email or post and should receive a preliminary decision within 14 days.
  - 5.2.1. All requests must include:
    - information on the publication (e.g. purpose, audience, term),
    - intended use (e.g. sponsorship relationship, endorsement)
    - proposed graphic design/format
- 5.3. **Preliminary Approval** - Any request may be preliminary approved or denied by the discretion of the WSAVA Secretariat.



5.3.1. If the request is related to any project or committee, the Secretariat will request recommendations from the project managers or committee.

- 5.4. **Final Approval** – If the preliminary decision is positive, the Secretariat will request a final design of the publication or material for final approval prior to production or publication

## 6. Sponsor logo display by WSAVA

Any sponsor logo may be displayed on WSAVA materials or publications but should be smaller in size than the WSAVA logo.

- 6.1. **Footer** – in case a footer is used, the notation on the footer should be flexible but cannot indicate exclusive sponsorship
- 6.2. **Tagline** – in case a footer is used, the following tagline should be added in the footer; “WSAVA thanks the generous sponsorship of <sponsor names><+/- logos> for their support of the <project name>

## 7. Restrictions

WSAVA has the right to withdraw any permission given at any point if the logo usage is deemed to violate the principles of or exploit the association.

- 7.1. Logo usage can only be permitted for content and/or materials that are related to WSAVA
- 7.2. No logo (including the WSAVA association logo and all committee logos) can be published on product advertisements or on the same page in which products are displayed.
- 7.3. Permission of the use of the logo can only be applied specifically to the final design (as described in point 5.4) that has received final approval.
- 7.4. The WSAVA EB reserves the right and power to approve the use of commercial logos in any WSAVA publications, or the use of the WSAVA logo by commercial sources.





## Appendix I

**Picture 1** – WSAVA Logo



**Picture 2** – WSAVA Emblem



**WSAVA Secretariat Office**  
72 Melville Street  
Dundas, Ontario  
Canada L9H 2A1  
Tel: +905.627.8540  
Fax: +905.627.8425  
Email: [wsavasecretariat@gmail.com](mailto:wsavasecretariat@gmail.com)





**Picture 3 – WSAVA Logo: Black & White**



**Picture 4 – WSAVA Logo: white (negative)**



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**Picture 5**

Appropriate use on a background



Inappropriate use on a background





Picture 6 – WSAVA Logo: Minimum Size



Picture 7 – WSAVA Logo: Margins



## Appendix II

WSAVA Sponsors or Partners who have elected to support specific WSAVA projects or guidelines may be acknowledged in the deliverables arising from such projects.

The form of acknowledgement will depend upon the nature of the deliverable.

1. **Scientific Papers** - Where the deliverable is a peer-reviewed scientific paper in a journal, the form of acknowledgment will come as a written statement in the 'Acknowledgments' section of the manuscript.
  - 1.1. Where multiple partners have supported that project, the names of the partners will be listed in alphabetical order.
  - 1.2. Company logos cannot be used in scientific journals.
2. **Translation** - Where a company provides a translation of a WSAVA guideline that takes the form of a journal paper (e.g. the translations of WSAVA Guidelines), acknowledgement that the company has supported production of the translation may be given as a written statement to that effect on the front page of the translation.
  - 2.1. Where multiple companies have supported a project, logos will be placed according to sponsorship level, in alphabetical order.
3. **Hard copy or on-line tools and Guidelines** - Where the deliverable is a hard copy or on-line tool or guideline, only the WSAVA logo and/or the WSAVA committee logo will be used. Company logos will not be used on any tools or guidelines, unless otherwise approved by the EB.
4. **Lectures and Presentations** - Where the deliverable is a face-to-face or on-line lecture or presentation (webinar), the WSAVA committee logo will be used on any title slide. Company logos may be used on a concluding slide or a slide presenting 'declarations of interest'.
  - 4.1. Where multiple companies have supported a project, logos will be placed according to sponsorship level, in alphabetical order.