



# USE OF THE JACIE ACCREDITED LOGO

Guide

## Contact

In case of doubts or questions, please do not hesitate to contact the JACIE Office:



**JACIE Accreditation Office**

**EBMT Executive Office**



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**[jacie@ebmt.org](mailto:jacie@ebmt.org)**

## Contents

|                          |   |
|--------------------------|---|
| 1. INTRODUCTION          | 4 |
| 2. THE LOGO DESIGN       | 4 |
| 3. USES OF THE LOGO      | 4 |
| 3.1 RESTRICTION / ADVICE | 5 |
| 3.2 INFORMATION USES     | 6 |
| 4. LIABILITY             | 7 |
| 5. GENERAL INFORMATION   | 7 |

## 1. Introduction

This guide has been compiled to inform the centres on the correct use of the logo after JACIE Accreditation Process.

The JACIE Accredited logo has been created to identify a stem cell facility as being accredited by JACIE.

## 2. The Logo Design

The core design comprises the five letters JACIE, written in three different colours with the unique JACIE symbol above the letters. Under the letters JACIE, written in smaller text appears 'Joint Accreditation Committee ISCT – EBMT'.

The two rounded shapes symbolise the combination of the two scientific organisations taking cell shapes as the inspiration.



## 3. Uses of the logo

The use of the JACIE logo is restricted to persons authorised by the JACIE Office for such use. Persons entitled to use the JACIE logo must be associated directly with centres accredited by JACIE, organisations collaborating actively with JACIE or events with content approved by JACIE.

The logo is intended for the following use only: information. The JACIE logo is not to be used for fund-raising or commercial purposes unless such purposes have been authorised by the JACIE Office.

### 3.1 Restriction / Advice

- 3.1.1 The use of the JACIE logo for information purposes is restricted to an established period of time, relating to the duration of the centre's JACIE accreditation. Following expiry of JACIE accreditation, use of the JACIE logo is not permitted.
- 3.1.2 For centres that are awarded re-accreditation, permission to use the logo need not be requested again if there is no gap between the accreditation expiry date and the start-date of the re-accreditation.
- 3.1.3 The brandmark is a visual representation of our brand, and its integrity must be always maintained. The brandmark must always appear in the proportions shown, and no attempt should be made to redraw, stretch, squeeze, or distort the brandmark in any way.
- 3.1.4 The preferred way to use our logo is over white or light background with the coloured logo. You should always try to use this version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version (black or white).
- 3.1.5 The correct logo colours must always be used, as follows:

yellow



**CMYK process**  
0/43/100/0  
**RGB screen**  
255/164/0  
**HEX web**  
#ffa400

blue



**CMYK process**  
100/52/0/60  
**RGB screen**  
0/48/87  
**HEX web**  
#003057

grey



**CMYK process**  
0/0/0/70  
**RGB screen**  
112/111/111  
**HEX web**  
#4c4c4c

- 3.1.6 To maximise the brand's presence and visual standout, there is a defined minimum clear space area. This clear zone around the brandmark defines the area into which no other graphic elements, such as text, imagery or other brandmarks can intrude. For ease of recognition, a minimum size has been set for the different versions of the brandmark, to assure successful reproduction.



- 3.1.7 Never attempt to assemble the logo parts freehand, always use a first-generation copy, available from the JACIE Office. Please make sure to always use logos from the master files that are supplied to you. These masters may never be altered in any way. The appropriate files are provided in CMYK, RGB, POSITIVE and NEGATIVE in all ai, eps, jpg, png, pdf extensions.
- 3.1.8 All guidelines must be adhered to as set out in this document.

## 3.2 Information uses

- 3.2.1 Primarily illustrative
- 3.2.2 Not intended to raise funds
- 3.2.3 Not carried out by a commercial for-profit entity
- 3.2.4 Permission to use the logo for information purposes should be requested from the JACIE Office. When requesting permission, please provide:
- A short statement of the applicant's identity (membership, objectives, etc.)
  - An explanation of how and where the logo will be used

## 4. Liability

All entities authorized to use the logo for information uses must acknowledge that:

- 4.1 The entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that appropriate insurance is maintained to cover the risks arising out of such activities.
- 4.2 JACIE does not assume any responsibility for the activities of such entity.
- 4.3 The entity shall hold harmless and defend JACIE and its officials against any action that may be brought against JACIE or its officials as a result of the use of the logo.

## 5. General Information

The logo can be requested electronically from the address below.

The JACIE Accreditation Office can provide the JACIE logo after approval of use.

JACIE Accreditation Office  
EBMT Executive Office  
Edifici Dr. Frederic Duran i Jordà  
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08005 Barcelona  
Spain

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