



Guidelines for JACIE
Brand Usage after
Certification

Contact

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



JACIE Office



jacie@ebmt.org



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1. Introduction

This guide has been prepared to assist centres in understanding and adhering to the correct guidelines for the use of the JACIE brand, logo, and certificate following the completion of the certification process.

The JACIE brand, logo, and certificate collectively serve as distinctive identifiers of a cellular therapy facility's compliance with JACIE standards. Proper usage of these elements ensures consistency, professionalism, and alignment with JACIE's values, while reinforcing the credibility and integrity of the certification programme. This, in turn, fosters trust among patients, partners, and stakeholders.

2. JACIE Certificate

The JACIE Certificate is issued to organisations that have successfully completed the certification process and are compliant with the relevant FACT–JACIE Standards. This section outlines the rules and guidelines for the proper use of the JACIE Certificate to uphold the integrity and value of the certification.

2.1. Eligibility for use

Only organisations certified by JACIE are authorised to use the JACIE Certificate. The certificate may be utilised by:

- JACIE-certified centres.
- Events or materials directly associated with JACIE that have received prior approval.

2.2. Use of the JACIE certificate

The JACIE Certificate signifies that an organisation meets the JACIE standards for excellence in cellular therapy. The following guidelines apply to its use:

- **Informational Purpose:** The certificate is intended solely for informational purposes, indicating the organisation's achievement in meeting FACT-JACIE standards.
- **Marketing and Communications:** The certificate may be included in marketing materials (e.g., brochures, websites, reports) to demonstrate compliance with JACIE

standards. However, its use must adhere to the branding guidelines outlined in this document.

2.3. Restrictions on Use

- **No Commercial Use:** The JACIE Certificate must not be used for fundraising or commercial purposes unless explicitly authorised by the JACIE Office.
- **Alterations:** The certificate may not be altered, modified, or used in any way that could mislead stakeholders regarding the scope of the certification.
- **Geographic or Contextual Limitations:** The certificate is valid only within the scope defined in the certification agreement and must not be used beyond the approved context without prior authorisation from JACIE.
- **Display Requirements:** The JACIE Certificate must be displayed in a manner that upholds professional standards and preserves the value of the certification. When displayed:
 - It should be clearly visible and easily recognisable.
 - It must not imply continuous or future certification beyond the certified period.

3. JACIE Logo

3.1. JACIE logo design

The JACIE logo consists of the five letters "JACIE" presented in three distinct colours, accompanied by the unique JACIE symbol positioned above the text.

The symbol features two rounded shapes, representing the synergy between the two scientific organisations, EBMT and ISCT. This design is inspired by the merging and collaboration of cells, symbolising innovation and partnership.

The logo reflects the shared commitment of EBMT and ISCT to advancing quality and safety in cellular therapy, encapsulating the principles of cooperation and progress within the field.



3.2. Uses of the JACIE logo

The use of the JACIE logo is strictly limited to individuals authorised by the JACIE Office.

Only the following are entitled to use the logo:

- Individuals or entities directly associated with JACIE-certified centres.
- Organisations actively collaborating with JACIE.
- Events with content that has been explicitly approved by the JACIE Office.

The logo is intended exclusively for informational purposes and must not be used for fundraising or commercial activities unless prior authorisation is obtained from the JACIE Office.

3.3. Restriction on use

- **Time-Limited Use:** The use of the JACIE logo for informational purposes is restricted to the period during which the centre holds valid JACIE certification. Following the expiration of JACIE certification, the use of the JACIE logo is strictly prohibited.

- **Re-Certification:** Centres awarded re-certification may continue to use the logo without reapplying for permission, provided there is no gap between the expiry of the previous certification and the start date of the re-certification.
- **Brandmark Integrity:** The JACIE brandmark is a visual representation of the organisation's identity, and its integrity must always be preserved. The brandmark must:
 - Appear in its original proportions.
 - Not be redrawn, stretched, squeezed, or distorted in any way.

3.4. Logo Usage requirements and brand integrity

- The preferred usage of our logo is on a white or light-coloured background, using the full-colour version of the logo. This version should always be used whenever possible. However, if the background colour matches any element of the logo, the negative version (black or white) may be used instead.
- The correct logo colours must always be adhered to, as follows:



- To maximise the brand's presence and visual impact, a defined minimum clear space must be maintained around the brandmark. This clear zone ensures that no other graphic elements, such as text, images, or other logos, intrude into the brandmark's space.

- For ease of recognition, a minimum size has been established for the various versions of the brandmark, ensuring successful reproduction across all applications.



- Never attempt to recreate or assemble the logo components manually. Always use an original, first-generation copy available from the JACIE Office.
- Ensure that only logos from the master files provided are used. These master files must not be altered in any way.
- The appropriate logo files are supplied in the following formats: CMYK, RGB, POSITIVE, and NEGATIVE, with file extensions including AI, EPS, JPG, PNG, and PDF
- All guidelines outlined in this document must be strictly adhered to.

3.5. Information uses

- **Primarily Illustrative:** The use of the logo should serve illustrative purposes only.
- **Not for Fundraising:** The logo must not be used for activities intended to raise funds.
- **Non-Commercial Use:** The logo may not be used by commercial, for-profit entities.
- **Permission Requirements:** Permission to use the logo for informational purposes must be requested from the JACIE Office. When submitting a request, please provide:
 - A brief statement outlining the applicant's identity, including membership and objectives.
 - An explanation detailing how and where the logo will be used.

4. Liability

All entities authorized to use the JACIE logo, brand, and certificate for informational purposes must acknowledge and comply with the following responsibilities:

- I. The entity is responsible for ensuring that all activities are conducted in compliance with applicable laws and that adequate insurance is maintained to cover any risks arising from these activities.



- II. JACIE assumes no responsibility for the entity's activities.
- III. The entity shall indemnify and defend JACIE and its officials against any actions or claims arising from the use of the logo, brand, or certificate.
- IV. The entity is responsible for ensuring the correct and authorized use of the logo, brand, and certificate at all times.
- V. The entity must provide training to relevant personnel on the proper usage guidelines.
- VI. Any misuse of the certificate must be reported to the JACIE Office immediately.
- VII. The JACIE Office reserves the right to periodically review the use of the JACIE Certificate and enforce compliance with these guidelines.

5. General Information

The logo can be requested electronically from the address below. The JACIE Office can provide the JACIE logo after approval of use.

JACIE Office

Email: jacie@ebmt.org

www.jacie.org