

RULES FOR THE USE OF THE EAQUALS LOGOS AND NAME

These rules replace all previously issued rules on the use of the EAQUALS logos and name.

1. Corporate

As from the AGM in April 2010, the standard "corporate" logo is the name EAQUALS in dark blue (C50 M50 Y0 K48) with a diagonal blue riband and the stars of the Q-mark in yellow (Y100) with the words 'Excellence in Language Education' under it, also in dark blue. This is not for use by members, but only for documents produced by the association such as its stationery, publications and its advertisements etc.



2. Accredited Members only

- 2.1. In Accredited Members' brochures, stationery and other documents, and on their website, the same EAQUALS logo shall be used with the words "Accredited by" above it (see below).
- 2.2. In the Accredited Member's brochures, and publicity documents, and on their website, the logo may additionally be accompanied by the wording: "*[institution x's] high educational standards and compliance with the EAQUALS Charters are verified by rigorous inspection every three years*"
- 2.3. On websites, there should be a hyperlink from the EAQUALS logo to EAQUALS own website, www.eaquals.org
- 2.4. If an Accredited Member of EAQUALS provides courses for another organisation or has courses listed in an agent's brochure or website, membership of EAQUALS shall only be mentioned with the wording "*our partner school in [place], [name of school], is an Accredited Member of EAQUALS*". Any other terminology must be agreed in writing with the Chief Executive.
- 2.5. Where one department or section of an organisation has been accredited by EAQUALS, publicity material and the website shall clearly indicate which department(s) or section(s) have been accredited, and the EAQUALS logo shall not be used in any way which may imply that other departments/sections or all departments and sections have been accredited by EAQUALS.

- 2.6. All Members will receive a members' pack. It will contain among other things the Certificate of Membership, the EAQUALS charters and plaques. These shall be displayed appropriately in the school.



3. Accredited Members belonging to a Group

- 3.1. In the case of "wholly-owned branches of a group of schools with a centralised management" (EAQUALS articles 9.4.2) that are Accredited Member of EAQUALS, the Accredited Member's logo shall be used clearly and appropriately on the group's website, in the group's brochures and in stationery, and the group website and brochures shall clearly indicate which branches are Accredited Members of EAQUALS and which are not.
- 3.2. The Accredited Member's logo shall only be used on the home page of the group's website and on the cover or introductory pages of group brochures and general stationery if all branches of the group are Accredited Members
- 3.3. If only one or some members of the Group are Accredited Members, the logo shall only be used on pages or in paragraphs referring to these Accredited Member schools.

4. Associate Members only

- 4.1. Associate Members shall use the associate member logo – the EAQUALS corporate logo with the word "Associate Member " below it - in their brochures and stationery, on their website, etc. *On websites, there should be a hyperlink from the EAQUALS logo to EAQUALS own website, www.eaquals.org* The statement "[x] is an Associate Member of EAQUALS" may also be used in the Associate Member's brochures, website or publicity.
- 4.2. Where Associate Members of EAQUALS are organisations which themselves have members (for example, national associations of schools), no EAQUALS logo shall be used by individual members of that organisation unless they are separately accredited by EAQUALS. The only wording that may be used by such individual members is: "[x] is a member of [name of association]. [name of association] is an Associate Member of EAQUALS". These members shall not provide information about EAQUALS in their individual publicity or websites, nor make references to EAQUALS which may imply accreditation or recognition of that institution by EAQUALS.
- 4.3. It is the responsibility of Associate Members in this category to ensure that these rules are scrupulously followed by their own members.



5. General

- 5.1. For all enquiries about logos except those relating to point 2.3 above, please contact the Secretariat in Budapest.
- 5.2. EAQUALS is legally registered (including Articles of Association and legal deposit of logos) in Berlin, Germany and in the EU under OHIM trademark arrangements. In case of infringement of the above rules, the Chief Executive will refer the matter to the Executive Committee, who will seek to resolve the matter. For issues beyond the remit of the Ombudsman, European Union law and the law of Germany shall apply.

January 2011