

Guidelines for usage of ETIM name and logo

This document aims to clarify some guidelines for usage of the ETIM name and logo.

The ETIM name and logo are owned and registered by ETIM International. ETIM International allows its members to use the ETIM name and logo under certain conditions as specified below.

All users of the ETIM logos commit to apply the style guide which is published together with this memo. The registered logos cannot be changed in any way or format, unless after explicit consent from ETIM International.

Basic ETIM logo:



This general ETIM logo may only be used in connection with the ETIM classification standard. Everyone referring to the ETIM classification standard may use this logo, but only in connection with the word ETIM.

Logos for ETIM organisations:

We now have standardised logos for all ETIM organisations, such as:



Each logo can only be used by the respective ETIM organisation itself and not by any other organisation or person, unless explicitly authorized by the respective ETIM organisation.

In case of Country Sector membership in a country, where ETIM is formally represented by more than one organisation, the country logo should be used by all Country Sector members, as we strongly discourage to further specify country logos per sector.

As a matter of principle, we do not want any third party, not being a member of ETIM International, to use a logo of an ETIM organisation, as we want to avoid any suggestion that an unrelated party represents ETIM.

Logos for ETIM Global Industry Members:



This logo is exclusively designed for use by our Global Industry Members only.

ETIM Inside logo:



This logo is specifically designed for usage in connection with software solutions or product data bases making use of the ETIM classification standard. It can be used by any user of the ETIM standard and by any solution provider, but only after explicit consent by an official ETIM organisation.

The ETIM Inside logo can only be used when the respective software solution is demonstrably applying the ETIM classification standard.

The master files for the basic and 'ETIM Inside' logos are published together with these guidelines, the organizational logos are only made available at specific request to the concerning organization.