



**GUIDELINES FOR THE USE OF  
THE ASIA-PACIFIC TELECOMMUNITY (APT) LOGO**

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## **GUIDELINES FOR THE USE OF THE ASIA-PACIFIC TELECOMMUNITY (APT) LOGO**

**(Approved by 33<sup>rd</sup> Session of Management Committee)**

These guidelines govern the use of the Asia-Pacific Telecommunity (APT) logo. The APT logo can be used within the guidelines stated below.

### **1. The APT logo design**



The APT logo is available for download on the APT website [www.apl.int](http://www.apl.int). A detailed description of the APT logo is provided in Annex One.

### **2. Use of the APT logo**

- 2.1 The APT's general policy is to permit APT Full Members, Associate Members and Affiliate Members to use the APT logo in the context of their activities in which the APT is taking part or those promoting the APT and its goals.
- 2.2 Other organizations may also request to use the APT logo in the context of their activities in which APT is taking part or those promoting APT and its goals. A fee or other benefit may be levied to nonmembers for the use of the APT logo.
- 2.3 Written permission must be obtained from the APT Secretariat prior to the use of the APT logo in all situations and conditions.
- 2.4 The APT logo may not be used in anyway which may imply the APT's endorsement of any product, opinion, or activity and/or in a manner prejudicial or detrimental to the interest of the APT.
- 2.5 The APT Secretary General shall inform all members via e-mail each time permission is granted to other organizations to use the APT logo.

### **3. Conditions for the use of the APT logo**

- 3.1 The APT logo is not generally intended for commercial use or personal profit.
- 3.2 Authorization to use the APT logo may be granted if that organization contributes to or provide an opportunity to promote the APT and its activities.
- 3.4 The APT logo can only be used where the image, reputation and impartiality of the APT is maintained.

3.5 The APT logo must be used in its complete form. No part of it, including its colour scheme and its proportions, may be altered or deleted. If used in conjunction with other logos, the APT logo must be reproduced in the same size and proportions as the other logos.

#### **4. Procedure for authorization to use the logo**

4.1 The organization must:

- a) Contact the APT Secretariat at least thirty (30) days prior to the first date of proposed use, in writing to: APT Secretariat, 12/49 Soi 5 Chaengwattana Road, Bangkok, Thailand 10210, Fax: +66 2 573 7479, e-mail: [aptmail@apt.int](mailto:aptmail@apt.int).
- b) Set forth in writing precise details of the nature and context of the use (i.e. goal, duration, nature of any association with other logos, proposed display size, etc.), and contact information for the person or persons in the organization who will be responsible for use of the logo.

4.2 If the APT grants such organization's request, APT will provide to the organization a written authorization to use the logo that is a solely limited capacity as stated in the request and expressly subject to the terms provided by the APT. No use of the APT logo is permitted unless and until the APT provides such written authorization.

4.3 The APT reserves the right to take appropriate action including claiming damages in the event of a breach of this policy.

#### **5. Withdrawal and assignment of the authorization**

5.1 The authorization to use the APT logo is neither assignable nor transferable to a third party unless obtaining the prior written consent of the APT represented by the APT Secretariat.

5.2 Any authorization may be withdrawn at any time at the sole discretion of the APT and without any kind of recourse.

#### **6. Liability**

6.1 Any entity authorized to use the APT logo acknowledges and agrees that:

- a. the entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and that appropriate insurance is maintained to cover the risks arising out of such activities; and
- b. the APT does not assume any responsibility for the activities of such entity; and

- c. the entity shall indemnify, hold harmless and defend the APT, its officials and its staff members, from and against any claim, demand or action that may be brought against them as a result of the use of the APT logo.

## ANNEX

### APT LOGO DESCRIPTION

#### Logo:



#### Colour:

The APT logo should be reproduced in colour. The green color of the APT logo translates to the following color systems:

- Pantone® solid coated: 7484C
- CMYK: C:90%, M: 38%, Y:88%, K: 37%
- RGB: R:2%, G:88%, B:55%

In the case of the colour logo, the color from the artwork provided by the APT should not be modified. To ensure clear appearance of all elements of the logo, the colour logo should always appear on a white or light coloured background.

The black on white version may be reproduced when color (spot or CMYK) is not available.



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