

9 COMMUNICATION

9.1 Use of PIARC-World Road Association Logo

The PIARC Logo is the official signature of the Association. The rules of usage defined in the following clauses have the objective of:

- consolidating the corporate image of the Association;
- avoiding usage of the logo which creates confusion or goes against the objectives and interest of the Association.

Definition of the PIARC Logo includes the official logo approved by Council and other special logos (for example, the centenary logo) as created by the General Secretariat and approved by the Executive Committee.

9.1.1 Business Cards and Letterheads

The use of the PIARC logo alone, on business cards is restricted to: employees of the General Secretariat, the current President of PIARC, the immediate Past-President, the current Vice-Presidents, the representative of National Committee on the Executive Committee and the Chairs of the current Commissions in conducting their duties for the Association.

Business cards of other persons may make reference to PIARC involvement; however this reference shall not include the PIARC logo.

The same rule applies to the use of the logo in letterheads with the exception mentioned in article 9.1.2.

9.1.2 Use by the PIARC National Committees

The PIARC logo can be used in association with the logo of the PIARC National Committee in order to reinforce the corporate image. This applies to letterheads, websites and documents produced by the PIARC National Committees.

The identification of the PIARC National Committee as originator of the documents including the PIARC logo should be clear and avoid confusion with the Association. In particular, the PIARC logo alone can't be used to promote an event unless it has been approved in writing with the General Secretariat of PIARC in order to reflect a truly international event with active participation from the Association.

9.1.3 Internet

The use of the PIARC logo on web pages external to the PIARC website and those of the PIARC National Committees is only permitted in conjunction with the provision of a link to the PIARC website (www.piarc.org). A written request for permission must be made to the General Secretariat prior to the inclusion of the PIARC logo on an external website. The authorisation will be provided by the General Secretariat in writing.

The PIARC logo should not be used on external websites for purposes other than the aforementioned.

9.1.4 Documents

With the exceptions addressed in article 9.1.2, the use of the PIARC logo on a document (report, brochure, etc., printed or in electronic format) is restricted to documents produced by the Association. In the event that a document is produced through collaboration between PIARC and another association or organisation, the logo may be used.

9.1.5 Third-Party Organised Events

The use of the PIARC logo on promotional materials is restricted to events where PIARC sponsorship is approved, in writing, by the General Secretariat. Please refer to Sections 14.2 for further information regarding PIARC sponsorship.

The use of the logo of a PIARC National Committee is at the discretion of that National Committee.

9.2 PIARC Sponsorship of Third-Party Organised Events

9.2.1 Requirements for PIARC Sponsorship

If a third-party wishes to ask for PIARC sponsorship, an official request must be made to the General Secretariat.

As a general rule, in order to receive acceptance of PIARC sponsorship, an event must involve the active participation of a PIARC Technical Committee. The Technical Committee must be directly involved in the definition of the programme and contribute to the event. Furthermore, the event program must include a time slot for a presentation about PIARC and its activities related to the topic of the event.

The General Secretariat will then confirm with the relevant Technical Committee Chair his/her acceptance to engage the Technical Committee in the event. Once Technical Committee involvement is confirmed, the General Secretariat will notify the event organisers in writing of formal approval of PIARC sponsorship, subject to the above requirements.

9.3 Third-Party Sponsorship of PIARC Organised Events

Sponsorship of events is accepted when the impartiality of the event is guaranteed and that no conflict of interest is anticipated (commercial or national). Any confusion between organisers and entities sponsoring a PIARC event must be avoided.

9.3.1 Sponsorship by Private Sector

Private sector entities sponsoring the event are not allowed to make presentations of a commercial nature as part of the official PIARC program.

Under no circumstances can entities sponsoring the event promote themselves inside the meeting rooms of the event. All such activities must be conducted outside this context (e.g. in exhibition space).