

# Policy – Use of Composites Australia Trademark

---

Authority: C.A. Board of Directors  
Last updated: 5/04/2022  
Page 1 of 2

## 1. Context:

Composites Australia is a registered trademark of Composites Australia Incorporated.

Composites Australia Inc. (C.A.) is constituted to promote the interests and reputation of Composites and C.A. among its stakeholders<sup>1</sup> and to responsibly do what may be considered necessary for further development of the Australian composites industry.

As custodians of the C.A. brand and the association's corporate identity, C.A. has a duty to protect and enhance its reputation and that of the Australian composites sector.

## 2. Purpose of this policy:

- 2.1. This policy sets out the terms of use for Composites Australia's name and logo, and in what circumstances they can be used by external parties.
- 2.2. The guiding principle is that requests will only be approved if they support C.A.'s mission and where the aims of the activities or organisations using the name and logo are aligned with its own aims and principles.
- 2.3. In particular, as a registered not-for-profit association, C.A. is unable to authorise the use of our name and logo for the purpose of commercial advertising. This policy helps ensure that C.A. avoids even the appearance of endorsing a particular product or service for financial gain or supporting potentially misleading information through commercial sources.

## 3. Definitions:

- 3.1. 'Endorsement' the act of giving moral support to or approval of something, generally involving the use of a statement or logo.
- 3.2. 'Social media' includes websites, social networking sites, blogs and other online media that allow user participation and interaction.

## 4. Permission and use of the logo:

- 4.1. The formal registration of the C.A. logo as a trademark means that it is an offence for someone to use it without permission. In addition, because of C.A.'s prolonged use of both the logo and the name, we will exercise control over their use and will seek to prevent other parties from using either the logo or the word to imply an association with C.A., when such an association does not exist.
- 4.2. Customarily, only paid up members of C.A. are able to use the C.A. logo on their websites to demonstrate membership of the association.
- 4.3. Members must apply by email to C.A. for approval to use the logo that, once approved in writing will be supplied in jpeg format. It is not permitted to adapt or modify the logo in any way. Wherever possible, it should be reproduced in colour.

---

<sup>1</sup> Members, Federal, State and Local Governments and regulatory authorities, insurance companies, consumer organisations the media and the general public.

- 4.4. The logo must be removed from public display in the event of unpaid membership dues.
- 4.5. Organizations and people who are not members of C.A. that/who wish to use the C.A. logo must also seek permission in advance. Commercial organizations cannot use it in association with any product, service, or concept, as this would create an implied endorsement by C.A. If granted in writing usage will be restricted by limits set out in the grant and may include limited time frame for use and limited geographic area amongst other limits.
- 4.6. The use of the C.A. logo on media releases or opinion pieces should seek permission prior to publishing. Permission will only be granted to relevant and factual content and style that aligns with the C.A. constitution and acceptable values.
- 4.7. Once permission has been granted to use the logo, it must be displayed so as to be instantly recognizable in all off- and online applications. It is not permitted to adapt or modify the logo in any way. Wherever possible, it should be reproduced in colour.

## 5. Use of the logo as an endorsement by C.A.:

- 5.1. From time to time C.A. is asked to provide endorsement and approval to a wider range of activities, including training programmes, work groups, policies, organizations, conferences, and/or journal articles. Such endorsement might range from use of the C.A. logo to a statement of support.
- 5.2. Except in exceptional circumstances (such as co-sponsorship of an event), only not-for-profit organizations may seek endorsements. Endorsements, where given, will usually be for specific events or activities that are by definition time-limited. However, consideration will be given to endorsements for longer periods of up to three years, after which the endorsement will automatically lapse and renewal if required must be sought.
- 5.3. Applications for endorsement will not be accepted from for-profit groups or organizations, by political parties and related interest groups, or by organizations or groups whose endorsement might contravene C.A.'s NFP purposes, as defined in its Constitution. For example, if a not-for-profit university was to seek endorsement for an evidence-based conference this might be approved, but if the conference was held by a for-profit company this would be rejected.
- 5.4. Individuals may not seek to use the logo or personal endorsements of themselves.
- 5.5. All those seeking endorsement by C.A. must submit their request to the Executive Director in advance. Requests should contain sufficient material to allow a proper assessment to be made. Material showing the way in which the endorsement is to be used should be provided. Clarification may be requested.

## 6. Corrective measures:

- 6.1. Incidents of personnel and organisations - including non and unpaid members - that use C.A. branding and/or logo implying membership without permission, will be published on social media.

C.A. reserves the right to refuse all requests for use of its name and/or logo. The initial decision rests with the Executive Director; the final decision rests with the C.A. Board.

C.A. may impose a non-returnable fee for administering endorsement and/or logo requests.

## 7. Sub Marks

- 7.1. The following 'Sub Marks' - which are not registered - have been designed for special projects:



## 1. Linked Policies:

- 1.1. Branding Guidelines
- 1.2. Grant Endorsement

---

END