

The ICCA Guidelines for the use and protection of Responsible Care® Trademarks

1. Introduction

The Responsible Care Logo visualizes the principles of the Responsible Care Initiative which are included in the Responsible Care Global Charter.

The Responsible Care Logo is the common brand for national associations and member companies to identify their participation in this initiative.

Responsible Care® is an initiative of the global chemical industry in accordance with the ICCA Responsible Care Global Charter. In this initiative national associations and their member companies commit

- to work together to continuously improve the health, safety and environmental performance and its communications with the public,
- to do business responsibly and
- to improve product stewardship.

This Guideline sets the basic rules for use and protection of the Responsible Care® Trademarks. It also encourages ICCA member associations and their member companies to use it for the industry recognition and public awareness that reflects the Responsible Care principles visually.

The ICCA RCLG Secretariat and ICCA members share responsibility for the use and protection of Responsible Care® trademarks in accordance with the following rules.

The adoption of a title and logo that make up the Trademarks clearly identify national initiatives as being consistent with and part of the concept of Responsible Care®. The establishment of an identifiable symbol allows the public to immediately recognize the chemical industry's commitment to the Responsible Care principles.

It is expected that all national associations which run a Responsible Care programme and their member companies which are committed to the initiative will move towards the exclusive use of the English logotype "Responsible Care" to maximize the identity of the initiative worldwide.

2. The Responsible Care Logo

The visual identity of the global Responsible Care initiative is covered by:

a. The logo without wording

The visual representation is of two hands pointing upwards cupped around a collection of symbols which represent a hypothetical chemical structure. The logo expresses the key message of sound management of chemicals under the Responsible Care principles which are included within the Global Responsible Care Charter (Appendix 1: ICCA Global Charter, 1. Core Principles).

b. The logo with wording

This is visually represented by the logo as described above together with the appropriate wording in close association with the logo itself. The logotype will be the words "Responsible Care" written in English or other descriptions in other languages to meet local needs. The use of association names/Association Letters/acronyms is not allowed. (Appendix 2: Examples of the Logo).

c. Reproduction of the Logo

Obligation:

The shape of the logo should never be altered in any way.
The reproductions must always be from the approved versions:

- through photographic means from an original pattern or
- through electronic file which can be sourced from the associations.

Preference:

Although the logo was originally used in green (Pantone colour 347 coated) the logo and logo with logotype have been registered in black and white. These can be reproduced in either black on white, white on black, in Pantone 347 coated or colours decided by the user. For electronic publishing it is recommended to use html code #009B48 or RGB 0-155-72.¹

The Font of the wording should be Times New Roman, bold, as shown in Appendix 2: Examples of the Logo with wording.

The wording can also be done in a font that meets national association, company or local needs.

¹ for this paragraph written permission necessary by Yossi Cohen, Pantone, Inc., Carlstadt, NJ

3. Responsibilities of Associations

3. 1. Registration of Responsible Care® Trademarks

National Chemical Associations that are members of the ICCA and those associations which run Responsible Care programmes that are recognised by the ICCA through the ICCA Responsible Care Leadership Group, are granted the right to use the logo in their own country, and are committed to develop their respective national programme to implement in their turn, Responsible Care with the companies acting in their territories.

Registration is the basis for the protection of Responsible Care Trademarks.

General

Associations should provide for protection of the logo(s) in their own territory. As a consequence, they must register the logo(s) in their own country as a trademark(s). They are also responsible for the protection and correct use of the logo(s) in their own country and license their participating member companies to use them properly.

Registration of the trademarks in a few key classes, e.g. 1, 16, 35, 41 and 42 that are relevant to the use made, are strongly recommended for the protection of the Responsible Care Trademarks. (For the names of these classes, see the WIPO Web site: www.wipo.int).

Europe / European Union

In Europe, Cefic, the European Chemical Industry Council, has been entrusted by the ICCA with the role of granting its members, namely the national chemical industry federations across Europe, whether members or associated members, the right to use the Responsible Care logo, after having satisfied itself that the programme developed by the national association meets the Responsible Care philosophy, is in accordance with the ICCA Global Charter and is correctly and adequately implementing the eight fundamental features of the initiative

In Europe Cefic has registered the logo as 2 trademarks (one with the words in English, and one without the words), in all countries into which it has a national federation: the EU (27 countries), Norway, Switzerland, Turkey and Croatia.

3. 2. Procedures of Implementation and Conditions

Since February 2005 the ICCA Responsible Care Global Charter describes the vision and mission of Responsible Care worldwide. The Global Charter fundamental feature No 2 describes the common administrative procedures for the use and protection of Responsible Care trademarks for a national programme as follows: "Adopt a title and logo that are consistent with Responsible Care".

This in mind, the **ICCA RCLG**

- reviews international standard of national Responsible Care programmes,
- communicates intentions internally to ICCA and gets feedback from the ICCA Steering Committee,
- develops rules for use of name and logo (*this paper*),
- communicates rules to associations for their member companies.

Implementing this, **national associations**

- observe established rules and monitors observance.
(See also 3.3. Supervision)

Therefore each national association should develop rules for the correct use of the logo and name in their language and to prevent its misuse. This is the assurance of their commitment to the initiative and the only way to assure that the national and international use of the logo as a communication tool can be optimized.

Use of the Responsible Care logo is restricted to

- a) the national associations for their field of activity;
- b) the companies,
 - which are members of national associations and who are formally committed to the Responsible Care Principles (e.g. by CEO signature), for the use of the Responsible Care Logo in the field of activity of these national associations;
 - who have significant operations within a country, from the date of entry into force of their membership in the national association of this country;
 - in countries without national Responsible Care programmes or without significant operations, based on the membership in national Responsible Care programmes.

3. 3. Supervision of the use and withdrawal conditions

Under the supervision of the ICCA RCLG secretariat, member associations need to use their powers to take measures to prevent misuse of the Responsible Care trademarks.

ICCA RCLG secretariat can withdraw the authorization to use the Responsible Care logo if a national association or its member company acts contrary to the Responsible Care principles or the rules of ICCA as applicable. Misuse can be reported by member companies to their national associations.

Under the supervision of the ICCA RCLG secretariat, member associations will take the necessary steps in case of infringement by a third party which is not authorized to use the Responsible Care Logo.

In Europe these conditions are enacted by Cefic in conjunction with its national associations.

4. Instances of use for companies

The **member companies** of a national Responsible Care programme are **allowed and encouraged** to incorporate the Responsible Care logo to identify the company as a Responsible Care company in corporate or product advertising in the following instances:

- on their letterhead according to the guidelines supplied by the national federations;
- on legally required reports to authorities, when deemed relevant;
- on information materials to improve product stewardship and work in partnership with upstream suppliers and downstream chemical users, for example safety data sheets (SDS);
- on their web-site to identify themselves as a Responsible Care company;
- on print and electronic media, on other promotional material and in advertising which explains or promotes the Responsible Care Initiative;
- on a flag which identifies one of the company's Responsible Care sites;
- on corporate signage or storage tanks, warehouses, buildings or other facilities (the "Facilities") owned by or on a long term exclusive lease to the company, provided that the Facilities where the logos are displayed are under the direct control of the company and their respective corporate or trade name is also prominently displayed on the same Facilities;
- on vehicles including railway, vans, barges, pipelines, trucks, fire engines or tank trucks (the "Vehicles") owned by or on long term exclusive lease to the company provided that the company's corporate or trade name is also prominently displayed on the Vehicles.

The use of the Responsible Care logo is **not permitted**

- on any corporate or product advertising, or on a product or product packaging, in a manner which suggests, directly or indirectly, that a product is a "Responsible Care product";
- on any corporate effort to support or oppose governmental initiatives, including legislation or regulation, where such a position is clearly in opposition to Responsible Care guidelines and applying principles;
- on services provided by third parties (except chemical industrial parks,

if they are participants of a national Responsible Care programme) such as re-sellers or for-hire trucking companies;

- on waste containers, drums and barrels;
- on office equipment, except it promotes the spirit of Responsible Care.

It is possible to use the Responsible Care logo as a way to deliver industry messages by the inclusion of a strap line or slogan underneath but not closely attached to the logo. If such an approach is taken this should not interfere with or jeopardize logo protection.

Appendix 1: The ICCA Global Charter

ICCA-Internet:


http://www.icca-at-dubai.org/dbfiles/THE_GLOBAL_CHARTER.pdf

Appendix 2: Correct Uses of the Trademarks

Examples of correct uses to date:



Recommended colour:

Hex-/html-code: #009B48; RGB = 0-155-72 = 

Appendix 3: Trade mark information EU

<http://oami.europa.eu/en/default.htm> to search for trade mark

Excerpt from Responsible Care trade mark, classification:

Nice Classification:	16
List of goods and services	All printed matters included in this class.
Nice Classification:	35
List of goods and services	Professional business consulting and business administration; advertising.
Nice Classification:	41
List of goods and services	Education and providing of training; organizing and conducting of conferences.
Nice Classification:	42
List of goods and services	Providing of information and advice destined for the chemical industry and related to the engagement of the chemical sector with regard to the safeguarding of the environment, health and security.