



## APPLICATION FOR USE OF THE WCET® LOGO

### Criteria, Process and Standards

#### **Subject:**

Legitimate use of the WCET® logo

#### **Standard:**

The WCET® logo may be used on official documents of the WCET®, WCET® recognised Enterostomal Therapy Nurse Education Programs (ETNEPs) and Recognised Education Programs (REPs), and with special permission to endorse activities that reflect the Mission, Vision and Values of the WCET®.

#### **Criteria:**

- In addition to the use of the WCET® logo by WCET® recognized ETNEPs and REPS, the WCET® Executive Board may consider the use of the WCET® logo to endorse and promote other events and publications.
- National ET nursing organisations, health institutions and educational institutions may apply to the WCET® to use the WCET® logo. The WCET® logo could be used to endorse links to organisation websites and scientific events such as conferences, congresses, meetings, symposia, forums, fund raising events for WCET® NNGF® and publications in stoma, wound and continence care nursing.

#### **Process:**

1. The completed Application Form must be received by the WCET® Education Committee Chair at least 3 months prior to the planned event.
2. The application must be made by a licensed health professional who is a current full member of the WCET®.
3. A licensed health professional who is a current full member of the WCET® must be involved in the planning and implementation of the event.
4. The event must clearly reflect the Mission, Vision and Values of the WCET®.



5. The objectives of the event must be clearly stated.
6. The WCET® logo must not appear on any promotional material for the event until and unless written permission is received from the WCET® Executive Board.
7. With the exception of materials advertising/promoting recognised WCET® ETNEPs or REPs, the electronic version of draft design of the website or publications which bear WCET® logo must be sent to WCET® Publications & Communication Committee Chair for final approval before printing or launching.
8. The application is specific to the event and not transferable.
9. The application will be analysed by the WCET® Education Committee Chair and also by the WCET® Communications & Publications Chair when it aims to endorse links to organization websites, before being sent for approval by the Executive Board of WCET®.
10. A final approval letter will be signed by the WCET® President, Education Committee Chair and the Chair of WCET® Communications & Publications Committee when appropriate.
11. Alteration of any part of the logo is not allowed, the logo may only be used in the format as depicted by WCET®.
12. Applicants must immediately cease and desist from any and all uses of any of the logo after the mentioned event is completed and/or upon receipt of notice to do so from WCET® Executive Board.
13. The applicant will present a report of the event within three months to the WCET® Vice-President and to WCET® Communications & Publications Chairperson for inclusion in the WCET® Bulletin, the report will be copied to the Chair of the Education Committee for documentation purposes.
14. When there has been WCET® NNGF® Fund raising, the collected money must be deposited into the WCET® bank account including the specific mandatory reference “[Name of the Event], for the WCET® NNGF®, [full Date of the Event]”, in order to let the WCET® Treasurer know where the money has come from and where it has to be allocated. The NNGF® Chair and the WCET® Treasurer should be informed of money transfer by email.



**\*Applicants who violate or fail to fulfill part or all of the above set criteria and/ or procedure may be prohibited from future application for use of WCET® logo.**

In relation to WCET® Recognised ETNEP, REPs or courses endorsed by WCET® under a MOU framework, WCET® name and logo may be used in promotional or educational materials of the course, provided the course has successfully undergone and passed the evaluation process in its own country as mandated by WCET®. The approval letter must be signed and dated by the WCET® Education Chair, Publications Chair and the President.

## **GRAPHIC STANDARDS GUIDE FOR USE OF WCET® LOGO:**

**(For successful application)**

### **Graphics Standards:**

WCET® Graphic Standards Guide governs the appearance of the WCET® logo, and provides detailed guidelines on the correct WCET® logo, colors, typography, and other elements used in the design of printed materials and web pages.

Correct logo use will enhance and project a long-term visual identity for WCET® that will have a powerful impact on how the association is viewed by WCET® members and the public. These Graphic Standards will also safeguard the name recognition and professional image that WCET® has built over time.

This Graphic Standards Guide applies to anything bearing the WCET® name (publications, brochures, promotional items, and web pages). Please contact WCET® Office if you have any question.

### **Logo Usage:**

In every use, the integrity of the WCET® logo must be preserved, for example:

1. Only the complete, latest, official logo in solid form may be used. (Hand drawn or deformed versions are not permitted.)



2. Neither the whole nor recognizable parts may be incorporated into another logo.
3. The logo should not be obscured by any other design, lettering, etc.
4. When used with logos of other organizations, institutions and/ or societies, all logos should be the same size. (It may be acceptable to use logos in different sizes if society participation is unequal.)

### **Size and Placement:**

The logo must be reproduced large enough in relation to the overall page or screen size to ensure adequate legibility and prominence. The WCET® logo must be readable even at small sizes.

When using the WCET® logo, keep a minimum of 0.25 centimeters of clear space surrounding the logo to separate it from other elements such as copy, pictures, slogans, and other symbols. This area, referred to as the area of non-interference, preserves the visual impact and legibility of the WCET® logo.

The WCET® website address ([www.wcetn.org](http://www.wcetn.org)) is required for placement in all WCET® approved publications when the logo is used.

When it is mentioned “World Council of Enterostomal Therapists® (WCET®)” is written with initial caps only, not all uppercase letters, in the Gill Sans MT typeface. If that typeface is not available, Arial is an acceptable alternative.

The full WCET® name and web address should be placed in an appropriately prominent location. The WCET® name and web address should reverse to white on the WCET® colour background.

### **Contacts:**

[admin@wcetn.org](mailto:admin@wcetn.org)

Contact the WCET® Office with any questions on using the WCET® logo in your publications and websites. Information is also available on WCET® Logo Usage webpage.

WCET® Education Committee WCET® Publications & Communications Committee<sup>1</sup>

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<sup>1</sup> WCET® Logo Criteria, Process and Standards Revised Feb 2019