



APRA Europe Logo usage terms and conditions

The below printed Logo will be referred as “the Logo” in the following.
It is available for download on: www.apra.org/europe



All other forms of APRA or APRA Europe logos are subject to the same terms and conditions and applied mutatis mutandis.

0. Summary

The Logo must only be used in the context of showing APRA Europe membership.

1. Who may use the Logo?

The Logo is the sole and exclusive intellectual property of APRA and APRA Europe. The Logo may only be used by APRA Europe members in good standing or organizations with prior permission of APRA Europe if and only if such use is made pursuant to the terms and conditions of this limited and revocable license. Any failure by a user to comply with the terms and conditions contained herein may result in the immediate revocation of this license, in addition to any other sanctions imposed by APRA Europe.

2. May I alter the Logo?

The Logo must not be revised or altered in any way other than scaling and must be displayed in the same form as produced by APRA Europe.

3. May I change colors?

The Logo may be inverted to white in case of usage on colored backgrounds. No other colors are allowed. All logos are available for download on our website.

4. How to use the Logo?

The Logo may only be used in a professional manner to highlight the user's membership in APRA Europe. When the Logo is used, it should be clear to any third party that the user is a **member** of APRA Europe. Therefore, the Logo should preferably be used with a short text highlighting this relationship (e.g. proud member of, member of, part of the remanufacturing community).

5. How not to use the Logo?

5.1 The Logo may not be used in any manner that discredits APRA Europe.

5.2 The Logo may not be used in any manner that might be interpreted as an endorsement, approval, sponsorship or certification by APRA Europe of the user, the user's business or organization, or the user's products or services, or that might be interpreted as support or encouragement to purchase or utilize the user's products or services.

5.3 Following 5.2, the Logo may in particular never be used in connection with terms such as "certified by", "approved by", "quality assured by" or any other term which would falsely pretend as if APRA Europe would have assessed and approved the company for any aspect (quality, reliability etc.).

Annex: Examples of correct and incorrect Logo usage

Where to use	Where not to use
Websites	Product packaging
Newsletters	Product labels, badges, stickers
Printed marketing material	
Advertisements	
Storefront window	

In case of doubt or situations which are not covered by these terms and conditions always contact APRA Europe before usage.