



South African Institute of  
Occupational Safety and Health

# **Saioosh Trademark Policy**

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## 1. The Saioosh Trademark

The Saioosh logo forms part of a comprehensive and detailed visual identity system. Our visual identity is designed to convey our authority and core professional characteristics and is an important organisational asset. The logo is uniquely designed and consists of the two components, a black gear and a blue acronym. There is a light bolt that runs through the logo from left to right, it enters the logo at the “h” of the acronym and exits on the inside of the gear at 7 o'clock.

Reproduction of the logo is carefully controlled to ensure that it is used in appropriate contexts and applications as well as in the correct format and style. This policy applies to both print and electronic media. The Saioosh acronym, the Saioosh logo and other elements of the corporate identity are trademarked and are protected under copyright law. Misuse of the logo or contravention of the policy will be treated seriously and dealt with accordingly.

The logo represents Saioosh as a corporate body, regulated by a formal governance structure. It is therefore not appropriate for individual members to use the logo. Individual members are encouraged to use their post-nominal letters and may, of course, state their full Saioosh membership category wherever relevant. Chartered Members are permitted to use a special version of the Saioosh logo in certain circumstances. Chartered Members wishing to use the special version of the logo may contact Saioosh and request it by sending an e-mail to [info@saioosh.co.za](mailto:info@saioosh.co.za)

There are two variations of the logo that are used by Saioosh a) the “full logo” which is the official logo used for formal correspondence, letterheads, stationery, brochures etc. and b) the “short logo” which is used for general branding, banners, apparel etc.

### “Full Logo”



### “Short Logo”



## 2. Logo for the use by Corporate Members

Saioosh offers Corporate Membership to organisations and companies that subscribes to the aims and objectives of Saioosh. Acceptance of Corporate Membership is at the sole discretion of Saioosh. Saioosh does not take responsibility for the quality of service or products provided as it does not have any control over services and products provided by its Corporate Members. Corporate Members that are in good standing with Saioosh may use the following logo on their company's stationery / vehicles / website etc.

### “Corporate Member Logo”



## 3. Logos for the use for Verified Training Courses

In terms of the SAQA Professional Body Recognition and Registration Policy, Saioosh, as a recognised Professional Body, is required to identify and verify courses that meet the academic requirement for registration at Technical Member as well as Graduate Member. Training providers that have their courses successfully verified by Saioosh for this purpose will be issued with a verification certificate and may use the following logo on the training certificates:

### “Course Verified Logos”



#### 4. Logo for the use for CPD Verified Events / Courses

Saioosh Professionally Registered Members shall strive through personal initiative to maintain professional competence and keep abreast of emerging issues and trends in the field of Occupational Safety and Health. Members shall contribute to the development of the Occupational Safety and Health profession through the sharing of skills, ideas and participation in networking events to promote and enhance the competence of the profession.

Training providers and event organisers that have their courses or events successfully verified by Saioosh for the purpose of CPD will be issued with a CPD verification certificate that indicates the number of CPD points awarded and may use the following logo (with the corresponding number of CPD points) on the course certificates or marketing material for those specific courses and / or events:

##### “CPD Verified Logos”



#### 5. Use of acronyms for SAQA Professional Designations

Saioosh was approved by SAQA as a Professional Body for the purpose of the NQF Act, Act 67 of 2008 to register persons professionally. Members that are Professionally Registered on one of these professional designations and are in good standing with Saioosh may use their post-nominal letters and may, of course, state their full Saioosh membership category wherever relevant:

- Technical Member - **TechSaioosh**
- Graduate Member - **GradSaioosh**
- Chartered Member - **CMSaioosh**

## 6. General conditions and use of Saioosh trademarks.

- The Saioosh trademarks may only be used by individuals and /or companies as identified in this policy.
- The Saioosh trademarks may only be used as illustrated and prescribed in this policy.
- The logos may not be reproduced. Saioosh will provide original copies of the logos to those persons and /or companies that qualify to use it. Only logos that are provided by Saioosh may be used.
- The logos may be used in different sizes, but the aspect ratio must be retained. See examples below.
- The colours of the logos may not be altered.
- **Misuse of the logo or contravention of the policy will be treated seriously and dealt with accordingly.**

Correct aspect ratio:



Incorrect aspect ratio:

