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# MHB-2.5.3 USE OF THE CORPORATE DESIGN

The *Empa Directorate*,  
based on Art. 21 para. 1 ETH Law,

*hereby decides*

## Article 1 Introduction

This Instruction is issued in German and English. In the event of discrepancies, the German version applies.

## Article 2 Purpose of the Instruction

<sup>1</sup> This Instruction governs the use of the Empa corporate design (hereinafter referred to as the "Empa CD"). Its purpose is to ensure the uniform, correct use of the Empa CD or parts of it.

<sup>2</sup> The **Empa CD** includes:

- a) the type and nature of the visual presentation of Empa;
- b) the Empa logo (the "Empa" word-picture brand), with or without the "Materials Science & Technology" byline;
- c) the "spin-off | Empa" logo;
- d) other logos derived from this (e.g. "Empa Academy").

## Article 3 Scope and authorisation obligation

<sup>1</sup> This Instruction is applicable to:

- a) All Empa organisational units at all locations (divisions, departments, centres and demonstration platforms such as NEST, etc.);
- b) Institutions or organisational units that are *not directly* part of Empa (such as glaTec, tebo);
- c) Third parties (incl. Empa spin-offs).

<sup>2</sup> The use of the Empa CD (in particular one of the above-mentioned logos) by institutions or organisational units that are *not directly* part of Empa, or by third parties, always requires *prior approval*.

## Article 4 Responsibilities

The following bodies are responsible for applications to use the Empa CD and for the definition of the relevant terms and conditions of use:

- a) *The Empa Directorate*:
  - Applications to use the "spin-off | Empa" logo;
  - Applications by Empa organisational units to obtain an exemption;
  - Applications from institutions or organisational units that are *not directly* part of Empa;
- b) *Empa Academy Management*: Applications to use the Empa logo ("Empa" word-picture brand) and the "Empa Academy" logo *at events*;
- c) *Management of the Communications Department*: all applications not covered by lit. a) or lit. b), in particular for *non-profit* use of the Empa CD by third parties.

## Article 5 Use of the Empa CD

**Para. 1 Use of the Empa CD by Empa organisational units and by institutions or organisational units that are *not directly* part of Empa**

<sup>1</sup> The Empa CD and all its elements, including the font used, the colour scheme and the design of the Empa logos, or parts thereof, may not be changed. The relevant provisions in RHB 3.1 (Corporate Wording - Corporate Design) are to be observed.

<sup>2</sup> Applications for authorisation of exemptions must be justified. The Directorate of Empa makes the final decision.

## Para. 2 Use of the Empa CD by third parties for *non-profit* purposes

<sup>1</sup> The Empa CD can be used by third parties for *non-profit* purposes if this is approved by Empa.

<sup>2</sup> A purpose is defined as being *non-profit* if, for example, third parties use the Empa CD:

- a) in connection with the publishing of jointly attained results;
- b) for *non-profit* publishing of a jointly attained result;
- c) for *non-profit* events;
- d) in order to link to the Empa website to draw attention to a common activity, particularly in the area of research;
- e) because of a relevant business relationship or to show a project conducted with Empa on a list of references.

<sup>3</sup> The use of the Empa CD for *non-profit* purposes can be granted if, *cumulatively*:

- a) there is a direct relationship to Empa (Article 5 para. 2 lit. e);
- b) there is conformity with the interests and fundamental values of Empa; *and*
- c) use for party political, philosophical, religious or immoral purposes, etc. is not planned.

## Para. 3 Use of the "spin-off | Empa" logo

<sup>1</sup> In the case of recognised Empa spin-off companies, their association with Empa can be expressed by using the "spin-off | Empa" logo. The relevant provisions pursuant to RHB 1.16 ("Instruction regarding provision of support to Empa spin-offs") shall apply regarding recognition as a spin-off company of Empa.

<sup>2</sup> Upon recognition by the Directorate as an Empa spin-off, the company is entitled to use the spin-off label for an agreed period of time. The planned integration of the "spin-off | Empa" logo into the layout of the spin-off company must be submitted to Empa for approval.

<sup>3</sup> The rights granted regarding use of the "spin-off | Empa" logo terminate automatically after the expiration or withdrawal of the "Empa spin-off company" status, but not later than **five (5) years** from the date of issue.

## Para. 4 Use of the Empa CD and the other Empa logos by third parties for *profitable* purposes

Use of the Empa CD and the other Empa logos by third parties for *profitable* purposes is generally not desired.

## Para. 5 Naming of Empa (without logo) for the purpose of referencing Empa investigative and test reports

*Referencing of Empa investigative and test reports* may only be carried out **without** associated use of the Empa logo and is always subject to approval. The granting of advertising approval is subject to a fee and is done by checking the appropriate prerequisites listed in the "Information sheet regarding the use of Empa test reports for advertising purposes and for the dissemination of their content."

## Article 6 Misuse or unauthorised use

If Empa identifies misuse or unauthorised use of the Empa CD or there is a suspicion of such misuse or unauthorised use, Empa reserves the right to take appropriate action.

## Article 7 Final provision

This instruction comes into force on 1 April 2015.

Version	1
valid from	01.04.2015
Approved on/by	18.03.2015/bgl
Created by	sua
Reference	MHB-2.5.3

