Rules for the correct usage of the CEPA Certified logo

1. The CEPA Certified logo can be used in colour or b/w, in positive and in negative. Please consult the Usage Guide to guarantee correct application.

2. Generally speaking it's OK to use the CEPA Certified logo on or in:

    - flyers and brochures
    - advertisements
    - business cards
    - e-mail signatures
    - letterheads
    - invoices
    - vans
    - shop windows
    - reception counters
    - website

3. It is required to communicate to the Certification Body where and how certified companies wish to use a CEPA Certified logo before producing materials. They should provide samples of applications to their auditor during audits.

4. Please do not use the logo at a size smaller than 30mm wide. Do not change the colours, even if to harmonise with other elements on the page - use a black logo instead. Do not distort or rotate the logo. Do not use the "CEPA OVAL" logo in its own. Do not use fancy graphic effects like soft drop shadows, even for on-screen applications.