



SOCIETY OF ENVIRONMENTAL TOXICOLOGY AND CHEMISTRY

TRADEMARK GUIDELINES

Using SETAC Trademarks: Name, Acronym, Logo, and Slogan

The Society of Environmental Toxicology and Chemistry (SETAC) is known for its tripartite, multidisciplinary governance and activities. The trademarked name, acronym, and logo, and the slogan Environmental Quality Through Science are symbols that identify and distinguish the Society's products and events and represent its value and reputation. They are vital to the clear and unmistakable recognition of SETAC. Misusing a trademark can cause confusion, at best, and at worst, can jeopardize the brand itself¹.

In order to provide the best and most consistent recognition of SETAC and its trademarks, the Society provides these guidelines. As a member of SETAC, you can help strengthen and protect these visual marks of the Society, as well as ensuring the continuation of the SETAC brand as it expands around the globe and across scientific disciplines.

SETAC trademarks identify the Society in an immediately recognizable and unique manner. The SETAC World Council is the sole authority for decisions on the use of SETAC trademarks.

SETAC Trademarks

The name

Society of Environmental
Toxicology and Chemistry®

The acronym

SETAC®

The slogan

Environmental Quality
Through Science®

The logo



¹[WIPO] World Intellectual Property Organization Magazine. March-April 2004. Trademark Usage: Getting the Basics Right. pgs 6-8. Available from: www.wipo.int/sme/en/documents/wipo_magazine/3_2004.pdf.

Who May Use SETAC Trademarks

The governance structure of SETAC embraces:

- A global World Council
- Geographic units (GUs)

Each of these governance structures may use SETAC trademarks on official SETAC business stationery, on the structure's web site or page, or for the promotion of SETAC events, programs, or services, with the following caveats:

1. SETAC trademarks may not be incorporated into another logo or trademark.
2. SETAC trademarks may not be used to endorse or appear to endorse non-SETAC works, products, or services unless permission to do so is obtained in advance from the SETAC World Council.
3. SETAC trademarks may not be translated or otherwise modified.
4. The SETAC logo may not be broken into parts, separated into text and graphics, or otherwise modified.
5. Any print or electronic materials that promote SETAC works, products, or services must contain the SETAC name and logo.

SETAC is the sole owner of the name, acronym, slogan and logo, and their use must be explicitly approved by an incorporated SETAC Board of Directors or Council, with oversight by the World Council, to assure validity, on a case-by-case basis.

SETAC logo evolution

1979–1990



1990–2000



2000–Present



The Name

The name of the Society must be used exactly as the trademark specifies:

Society of Environmental Toxicology and Chemistry®

The name may not be translated into any language other than the trademarked English version, even when surrounding text is in a language other than English.

Misuse

Society ~~for~~ Environmental Toxicology and Chemistry

Society of Environmental Toxicology ~~&~~ Chemistry

Society of Environmental Toxicology and Chemistry (~~Sociedad de Toxicología y Química Ambiental~~)

Correct Use



Society of Environmental Toxicology and Chemistry

国际环境毒理学和化学学会 (SETAC) 是一个国际性的、独立的、非营利的专业学会, 它给个人和机构提供了一个平台, 使大家可以参与到环境问题、环境教育、环境管理、自然资源保护、和环境研究和发展中来。现有会员包括来自70多个国家的近5000名专业人士, 来自环境化学和毒理学、生物、生态学、气象科学、健康科学、地球科学、和环境工程等学科。涉及的领域有环境教育、研究、环境管理、法规、生命周期评估、风险评估、化工生产和流通。为了更好地促进和组织活动, SETAC设有4个区域分会, 包括SETAC亚太区、SETAC欧洲区、SETAC拉丁美洲区、和SETAC北美区。欲知详情, 请查询相关网站 www.setac.org。

环境毒理学和化学与以下领域密切相关:

- 分析化学
- 解剖/生理学
- 气象科学和工程
- 生物
- 传统毒理学
- 生态学
- 经济学
- 环境化学
- 遗传学
- 微生物学
- 有机化学
- 生理学
- 土壤科学和工程
- 水科学和工程

www.setac.org
environmental quality through science®



The Acronym

The acronym for the Society name must be used exactly as the trademark specifies:

SETAC®

The letters of the acronym may not be altered to reflect a translation of the Society name.

Misuse

~~STQA~~ for *Sociedad de Toxicología y Química Ambiental*

The acronym should be used consistently in SETAC and GU-level annual meeting URLs and in staff email addresses so that anyone can easily and accurately guess at the address of a meeting website or a SETAC staff member, even when the address is not immediately available to them, for example:

- longbeach.setac.org or glasgow.setac.org or lusaka.setac.org
- john.smith@setac.org or mary.jones@setac.org

NOTE: The original domain of a meeting website does not have to contain setac.org, but the more recognizable setac.org subdomain makes it easier for users to find the meeting site simply by knowing the city in which the meeting takes place.

The acronym may not be used in the email address of a non-staff member.

The use of the acronym to identify a social media entity must be consistent with SETAC Social Media Policy.

The Slogan

The slogan, like the Society name and acronym, may only be published in English, the language in which it is trademarked.

Environmental Quality Through Science®

The slogan should be used on publications of the global SETAC organization, such as the Annual Report and books, and on the annual meeting programs of geographic units.

Correct Use



The Logo

As with the other SETAC trademarks, in order to protect this most-recognizable symbol of the Society, we must use it consistently and accurately.

Three characteristics are vital to such use:

1. Color—full color features Pantone 286 U, 286 U (30% tint), and 338 U
2. Space—the SETAC logo must always be surrounded on all four sides by a clear space of at least 1X, where X equals the cap height of “SETAC” (see diagram)
3. Size—no smaller than 75 pixels (on screen) high, or .75 inches or 20 millimeters high (in print)

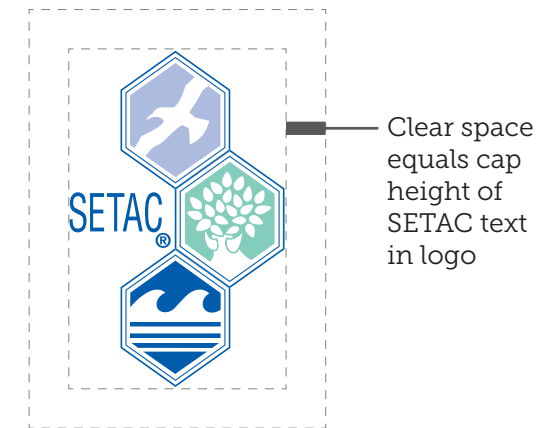


SETAC Logo

Color

- Pantone 286 U
- Pantone 286 U (30% tint)
- Pantone 338 U

Space



Misuses

Be sure to use the exact scale, colors, design, and composition of the current SETAC logo. The following examples are intended to help you avoid misusing the logo.

Do not use any colors other than those specified on Pg. 6.



Do not skew, or alter the shape of the logo



Do not use a logo that is not of sufficient quality



The opacity of the logo should always be 100%. Do not adjust the opacity or use the logo as a watermark.



Do not separate or hide parts of the logo



Do not alter the composition of the SETAC logo



Do not use the logo as a repeating pattern



Do not include the SETAC logo in another logo

