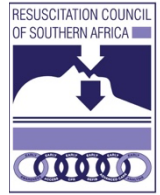




RESUSCITATION COUNCIL OF SOUTHERN AFRICA



Policy Statement # 2(b)

USE OF THE RCSA NAME, TRADEMARKS AND LOGO

This policy serves to clarify the acceptable use of the Resuscitation Council of Southern Africa's (RCSA's) name, trademarks or logo by instructors and Training Sites registered with the RCSA.

1. The Resuscitation Council of Southern Africa's name and logo is registered and patented in South Africa. This name and logo symbolises the identity of the RCSA, and when placed on publications, materials, documents, or websites, serves to distinctly identify that the material has originated from the RCSA.
2. The Resuscitation Council of Southern Africa's name and logo may not appear on advertising or announcements for courses conducted through Training Sites or Instructors who are **not registered** with the RCSA.
3. Advertising and announcements may state that a specific course is a RCSA course if RCSA course criteria are strictly and entirely complied with. However, advertising and announcements **may not** suggest or imply that the Resuscitation Council of Southern Africa sponsors, owns, or manages the Training Site.
4. Registered RCSA Instructors may use their RCSA Instructor title on business cards or other advertising materials, provided that their registration and instructor status is valid and current.
5. Training Sites may issue their own certificates using the logo of the RCSA only if the course is an official RCSA course, and where manuals have been individually issued to each candidate, the relevant course programme has been followed, and where course completion cards have been issued to the candidates upon successful completion of the course. It is acceptable to include wording such as: "this course is conducted according to RCSA standards and guidelines".
6. The Resuscitation Council Accredited Provider logo may be used on websites, advertising materials and medical paraphernalia provided permission is provided in writing by the Executive Committee of the Resuscitation Council. Requests for approval may be submitted to the RCSA office for consideration by the RCSA EXCO together with an example of the certificate or material where the logo is to appear. See further information attached to this policy below.

Information relating to permission to use the RCSA logo

Use of the RCSA logo implies acceptance of, and agreement with, the terms of this policy.

Any use of the RCSA logo that does not comply with this Policy is not authorised. The RCSA reserves the right to revoke approval of the use of the RCSA logos at any time. Permission is granted to use the RCSA's logos only on the following conditions:

1. Criteria for the use of RCSA Logos:
 - 1.1 Logos may only be used in marketing or other publicity materials for the benefit of the RCSA in South Africa, or otherwise with the permission of the RCSA's Executive Committee.
 - 1.2 No logo may be used in any confusing way.
 - 1.3 No logo may be used in any way that suggests that RCSA is affiliated with, sponsors, approves, or endorses the Training Site / Organisation unless such a relationship exists.
 - 1.4 No logo may be used in any way that mischaracterizes any relationship between a Training Site (TS) and the RCSA.
 - 1.5 Vendors may not use the logos to advertise RCSA or its businesses as clients on vendor websites and promotional pieces without written permission from the RCSA.
2. All RCSA logos are distinctive, designed pieces of graphic artwork. The following usage guidelines must be followed:
 - 2.1 Do not modify or alter the logos.
 - 2.2 Do not change scale, skew or rotate any logo.
 - 2.3 Do not change the design of any logo.
 - 2.4 Do not change or vary the colors of any logo, except that the logos may be all black or can be reversed out in white.
 - 2.5 Avoid screening logos to less than 100%.
 - 2.6 Do not combine a logo with any other design, trademark, graphic, text or other element, including TS name, any trademarks, or any generic terms.
 - 2.7 Logos may only be placed on solid backgrounds (preferably bright white), and not over an image or pattern, and no artistic effects (such as drop-shadows) may be applied.
3. No RCSA logo may be used or displayed in any of the following ways:
 - 3.1 In any manner that, in the sole discretion of RCSA, discredits RCSA or tarnishes its reputation and goodwill.
 - 3.2 In any manner that infringes, dilutes, depreciates the value, or impairs the rights of RCSA in the logos.
 - 3.3 In any manner that is false or misleading; in connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable.
 - 3.4 In any manner that violates the trademark, copyright or any other intellectual property rights of others.

- 3.5 In any manner that violates any law, regulations, or other public policy; or as part of a name of a product or service of a company other than accredited RCSA TSs and instructors.
- 3.5 Written materials, such as web pages, must be marked to indicate that the logos used are owned by RCSA or its affiliates.
- 3.6 All goodwill generated using any logo inures to the benefit of RCSA. You may not assert rights to any logo whether by trademark registration, domain name registration name or anything else.
- 3.7 You must, upon request from RCSA Executive Committee, provide samples of any materials that include the logos for the purpose of determining compliance with this Policy.
- 3.8 You must make any changes to your use of the logos that are requested by RCSA.
- 3.9 All accredited and updated TSs with a signed TS contract may make use of the RCSA Accredited Training Provider logo, provided they are current TSs, and all outstanding Instructor and Training Centre fees are up to date.

4. Additional guidelines:

4.1 Specification

- Only the “Accredited Training Provider” RCSA logo may be used
- The logo should only be produced from copies of design master high quality image available from the RCSA.
- If enlarged or reduced in size, the relative proportions of each component of the design must remain unchanged.

4.2 Position

- The logo must appear on the lower portion of the document.
- The logo must be noticeably smaller than the Training Providers Company/TS’s name or logo
- The logo may only appear once per page.

4.3. Unacceptable usage

- The Logo may not be used as the document’s primary logo
- The logo may not dominate the document.
- The logo may not be used to form a repeated pattern or border
- The logo may not be used in conjunction with any other elements that could be interpreted as being part of the design.
- The logo may not be used on documents that state in-accurate course information
- The logo may not be used on documents that have spelling and grammar errors.
- The logo may not give the impression the document has been generated by the RCSA.
- Unauthorised use may result in legal action being taken by the RCSA and/or permanent disqualification of any future use of the logo.

<i>RCSA Policy Title:</i>	Use of the RCSA Name, Trademarks and Logo	<i>Date implemented:</i>	September 2013
<i>Compiled by:</i>	RCSA Executive Committee	<i>Last Reviewed:</i>	January 2024
<i>Custodian:</i>	Darren Van Zyl	<i>Policy ref</i>	Policy # 2(b)