



RD/RC THIRD PARTY VERIFIED LOGO

CONDITIONS OF AWARD OF THE RD/RC THIRD PARTY VERIFIED LOGO

A supplementary RD/RC Third Party Verified (TPV) logo can be awarded by ICCTA Member Associations to member companies who are Third Party Verified (TPV). The use of the logo by a member company is not mandatory, but its use is recommended once its award has been granted by the ICCTA Member Association.

The RD/RC TPV logo may be awarded by ICCTA Member Associations to member companies who comply with the following requirements:

- 1 Undertake an independent, third party assessment of the company's commitment to RD/RC, for example RDP or ESADII.
- 2 Give permission, where required, for the ICCTA Member Association, or a verification body, to access the assessment report, to enable compliance with the ICCTA Member Association RD/RC programme to be validated.

The ICCTA Member Association's programme must clearly state at what stage a member company can use the logo and the terms and conditions for its continued use. The letter authorising the use of the RD/RC TPV logo should be prepared in duplicate to allow the CEO to sign the company's commitment to TPV and return one copy to the ICCTA Member Association.

The letter giving permission to use the RD/RC TPV logo should specify:

- Subsequent third party assessments to be undertaken on a 3-yearly cycle, in compliance with the ICCTA Member Association's requirements.
- Provision to the ICCTA Member Association, or a verification body, of sufficient access if required to the assessment report to enable compliance with the RD/RC programme to be validated.
- Review of status if the member company changes its name or its ownership.
- Guidelines on the use of the logo including what is allowed and what is prohibited.
- The layout, size and colour scheme for the logo.

An example of a letter authorising use of the RD/RC TPV logo is set out in Annex 1.

WITHDRAWAL OF PERMISSION TO USE THE RD/RC THIRD PARTY VERIFIED LOGO

Permission for member companies to use the RD/RC TPV logo is granted by the ICCTA Member Association on the basis of full compliance with the terms of the award. Therefore it is essential that when permission is given to use the logo, the letter also sets out the guidance covering unacceptable activities that will result in the permission to use the logo being withdrawn by the ICCTA Member Association. These unacceptable activities, occurrences and omissions will include:

- Failure to undertake subsequent third party assessments on a 3-yearly cycle, in compliance with the ICCTA Member Association's requirements, at latest within 3 months of the date of expiry of the previous assessment.
- Failure to provide the ICCTA Member Association, or a verification body, sufficient access to the assessment report to enable compliance with the RD/RC programme to be validated, following a written request by the ICCTA Member Association.
- The company resigns Membership of the ICCTA Member Association, fails to pay its fees, or is put into administration or receivership.
- Misuse of the RD/RC TPV logo.
- Failure to comply with the RD/RC programme of the ICCTA Member Association, such that the permission to use any standard RD/RC logo is withdrawn.

In the event of the ICCTA Member Association deciding to withdraw permission to use the RD/RC TPV logo because of ongoing infringements, it is essential to have an effective and clearly defined appeals procedure in each ICCTA Member Association, such that the offending member company can, if they wish, appeal to a higher authority as a true arbiter.

A suggested appeals procedure is outlined in Annex 2.

Annex 1 LETTER GIVING PERMISSION TO USE THE RD/RC TPV LOGO

Date

Dear

GUIDELINES FOR USING THE RD/RC TPV LOGO ASSOCIATED WITH THE JOINT RESPONSIBLE DISTRIBUTION/RESPONSIBLE CARE PROGRAMME

The [ICCTA Member Association name] has approved your application to use the ICCTA TPV logo. However, the [ICCTA Member Association name] expects you to undertake subsequent third party assessments on a 3-yearly cycle, in compliance with the [ICCTA Member Association name]'s requirements. Sufficient access to the assessment reports must be provided to the [ICCTA Member Association name, or a verification body], to enable compliance with the RD/RC programme to be validated.

Guidelines on the use of the ICCTA TPV logo

Set out below are the guidelines indicating how the TPV logo may be used.

Principle

- The TPV logo attests that the company has been Third Party Verified in compliance with the ICCTA *Joint Responsible Distribution/Responsible Care Programme*.
- Products must not be promoted by the use of the TPV logo.
- It is strongly suggested that the TPV logo is used in a similar way to any standard RD/RC logo.

What is allowed

- Use of the TPV logo on letterheads and business cards is encouraged.
- Companies often use their printed letterhead as a vehicle on which to print specifications, price lists, safety data sheets etc. This is acceptable.
- Literature which is printed to promote the company
- Advertising media (e.g. general promotional business literature).

Prohibitions

- Use of the TPV logo on labels, drums, packages, road tankers or other vehicles.
- Advertising media (e.g. brochures that use the TPV logo as a means of promoting product or products).
- Any inference that a product is enhanced in value because it is part of an ICCTA *Joint Responsible Distribution/Responsible Care Programme*.

Withdrawal of permission to use the ICCTA TPV logo

The [ICCTA Member Association name] reserves the right to withdraw the TPV logo under the following circumstances:

- i) Failure to undertake subsequent third party assessments on a 3-yearly cycle, in compliance with the [ICCTA Member Association name]'s requirements, within 3 months of the date of expiry of the previous assessment.
- ii) Failure to provide the [ICCTA Member Association name, or a verification body], sufficient access where required to the assessment report to enable compliance with the RD/RC programme to be validated, following a written request by the [ICCTA Member Association name].
- iii) The company resigns membership of the [ICCTA Member Association name], fails to pay its fees, or is put into administration or receivership.
- iv) Misuse of the TPV logo.
- v) Failure to comply with the RD/RC programme of the [ICCTA Member Association name], such that the permission to use any standard RD/RC logo is withdrawn.
- vi) Bringing ICCTA and/or the Member Association's *Joint Responsible Distribution/ Responsible Care Programme* into disrepute
 - circumstances will be unique for each case but could include frequent incidents, or known and flagrant flouting of regulations.
- vii) In the event of the company changing its ownership or its name, the [ICCTA Member Association name] reserves the right to reconsider the permission to use the TPV logo.

Please sign and return one copy of this letter to the [ICCTA Member Association name].

Chief Executive

Programme Co-ordinator

Annex 2

Right of Appeal

Any member asked to withdraw from the use of the ICCTA TPV logo has the right of appeal to the next meeting of the Board of the ICCTA Member Association and the right to state his case.

The decision of the Board is final. Such a withdrawal may be reconsidered by the Board at a future date if the member concerned can demonstrate a consistent improvement / return to compliance with the TPV requirements.

Annex 3

The layout, size and colour scheme for the TPV logo

[Continues on the following page]



Identity Guidelines

The purpose of these guidelines

These guidelines have been created to introduce and coordinate the appearance, personality and appropriate implementation of our identity. They are meant to provide a technical understanding of the structure of our new identity and to inform all future brand communication decisions.

Basic elements

Master brand mark



Basic elements

Our brand mark – single colour



Single colour greyscale – preferred configuration



Single colour black – solid positive version



Single colour white – solid positive version

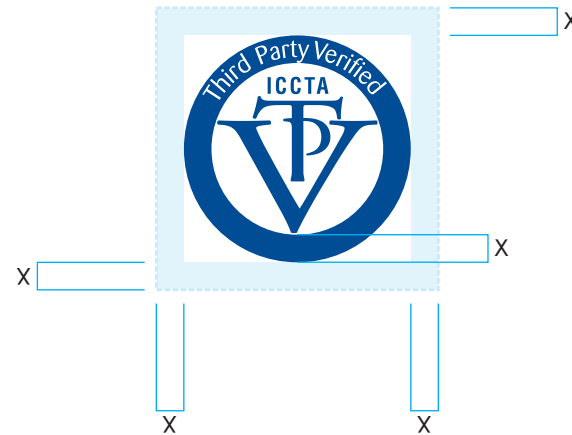


Single colour spot (PMS 287) – solid positive version

Basic elements

Stacked brand mark – exclusion zone

To ensure visualization of the Third Party Verified mark, there is some amount of space around it called an exclusion zone for protect it from other visual and graphics. To help select and present mark effectively in all situations, we minimum clearance guidelines. The area is calculated using the height of the "Circle" in the Third Party logo shown here as 'x'.



Basic elements

Stacked brand mark – exclusion zone

In order to maintain the consistency and quality in all our communication determine the minimum size for the application of the mark for the sake of readability, the saved version of the Third Party Verified mark should never be reproduced smaller 13 mm wide.





Basic elements Our typeface

Barmeno-Regular abcABC123

Third Party Verified

Helvetica condensed Bold abcABC123
ICCTA

Basic elements

Our colour palette



Print & On screen
Pantone 443
C0 M0 Y0 K50
R156 G157 B159

Print & On screen
Pantone Black C
C0 M0 Y0 K100
R0 G0 B0

Print & On screen
Pantone 287
C100 M80 Y0 K0
R0 G56 B150