





# Guideline for the use of the Zhaga Membership logo

The **Zhaga Membership logo** distinguishes the Zhaga members from other companies in the lighting market and assures customers that these companies adhere to the Zhaga Consortium Agreement or the Zhaga Community Member Registration Agreement. As a benefit of membership, the Zhaga membership logo can be proudly displayed on promotional materials to help connect members across the industry worldwide and create new domestic and international business opportunities and relationships.

Companies who do not belong to the Zhaga Consortium and members that have allowed their membership to lapse or expire, as well as those who have chosen to terminate membership, forfeit the right to use and display the Zhaga Membership logo. The Zhaga Membership logo is a benefit for dues-paying members in good standing only.

Please review the Zhaga Member Logo Usage Policy in the Annex for more information.

Please note that the **Zhaga Consortium logo** may not be used by a member for whatever reason.

Zhaga Membership logos	  	Can be used by members according to information in the Annex
Zhaga Consortium logo		May <u>not</u> be used by members

The Zhaga Membership logo does not imply any of the following:

- That Zhaga has certified, accredited or approved the company itself, or any individual, process, or product.
- That Zhaga has approved the company's materials or representations used for sales, advertising, or other promotional efforts.
- That any particular level of quality or performance is guaranteed or assured by Zhaga.
- That any statements made to customers, or the general public are truthful and accurate.
- Anything else beyond identifying that the user is a member of Zhaga.



Consortium

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### **Unapproved Use of the Membership Logo**

In the event that these guidelines are violated, Zhaga retains the right to direct the member to cease use of the mark and may sue to enjoin misuse by members and/or non-members and to recover actual and punitive damages. It is the right of Zhaga to determine whether these guidelines have been violated or whether the Zhaga Member logo has been misused.

Contact: Dee Denteneer, Secretary General, Zhaga Consortium, [secgen@zhagastandard.org](mailto:secgen@zhagastandard.org)

## **ANNEX: ZHAGA MEMBERSHIP LOGO POLICY**

Using the Zhaga Membership logo is one of the benefits of your Zhaga membership established by signing either of the Zhaga Community, Regular or Associate Membership Agreement and paying the associated dues. The logo distinguishes you from others in the marketplace and assures customers of your adherence to global high industry standards. Use the Zhaga Member logo with pride and continue the long-standing tradition of promoting your company and Zhaga.

Carefully read this policy for using the Zhaga Membership logo. It contains vital information that protects you and the association from the dangers of logo misuse. By following these simple guidelines, you will help us preserve the integrity and prestige of the Zhaga logo.

The Zhaga Membership logo means only that the user is a Zhaga Member. It should not be misrepresented to others in the industry or to the general public.

It does NOT mean:

- Certification, accreditation, or approval of a company, an individual, a process, or a product.
- That Zhaga approves any sales, advertising, or other promotional materials or representations.
- That any particular level of quality or performance is guaranteed or assured by Zhaga.
- That any statements made to customers or the general public are truthful and accurate.
- Anything else beyond identifying that the user is a member of Zhaga

Who CAN Use the Zhaga Membership logo?

- All dues-paying members in good standing
- Executives and employees of members in good standing

Which type of Zhaga Membership logo can I use?

All dues-paying members in good standing and listed in the Zhaga website can use the type of Zhaga Membership logo correspondent to their membership category (Regular, Associate, Community).

Regular Member



Associate Member



Community Member



Who CANNOT Use the Zhaga Membership logo?

- Non-members
- Zhaga members whose membership has lapsed or expired.
- Zhaga members whose membership privileges have been terminated for non-payment of dues or other reasons.

You can use the Zhaga Membership logo on:

- Company website
- Letterhead
- Business cards
- Other business documents (invoices, purchase orders, etc.)
- Company signs
- Company vehicles
- Commercial advertising, such as on catalogues, in brochures, datasheets, e-com material etc.  
This does NOT include product, label of a product, or point-of-sale packaging of a product.

## LOGO GUIDELINES

Print the Zhaga Membership logo square to the surface on which it is used. Do not tilt the logo in any way.

Do not use any variation in proportion, typeface, or orientation, except in overall size.

It is strictly forbidden to place the Zhaga Membership logo on a product, stand shelf, or on the label of a product, on point-of-sale packaging of a product, or on a webpage or on-line store promoting a product that is not certified and listed in the Zhaga organization website.

The Zhaga Membership logo may only be used in association with the member's company name or brand. The Zhaga Membership logo must be smaller than the member company logo. Example for this kind of usage can be the booth design at a fair.

#### TERMINATION OF MEMBERSHIP

Upon termination of membership, the member shall cease all use of the Zhaga Membership logo and/or associations to the Zhaga organization.

#### Examples of GOOD use cases:



#### NEVER use cases:

Never use the Zhaga Membership logo in the same size as the member company logo. The Zhaga membership logo must always be smaller than the member company logo.

Never use different colour scheme than the one approved for use by Regular, Associate, or Community members (refer above logo type).

Never use the Zhaga Consortium logo in any type of printed or graphic communication, or webpage, or on-line store, or stand at event, etc.

Never place the Zhaga Membership logo on a product, stand shelf, or on the label of a product, on point-of-sale packaging of a product, or on a webpage or on-line store promoting a product that is not certified and listed in the Zhaga organization website.



Zhaga organization reserves the right to modify these membership guidelines any time or as appropriate. The latest version shall replace all previous versions.

The Zhaga Consortium also owns the Zhaga word mark as well as several Zhaga certification logos. These are however not in the scope of this document. Please check <https://www.zhagastandard.org/about-us/legal-documents.html> for further details.