



SIM-12 (Version 01)

Policies and Procedures for the use of the SIM Logo

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Use of the SIM Logo

This document specifies the policies and procedures for the use of the SIM logo. The SIM logo is the property of Sistema Interamericano de Metrología (SIM) headquartered in Montevideo, Uruguay.

Use of the SIM logo signifies an association of the documents, projects, materials, or events with the SIM organization. Entities within the SIM organization (SIM Technical Committee and Metrology Working Groups, SIM Quality System Task Force, SIM Council, SIM Secretariat, and SIM General Assembly) are permitted to use the SIM logo without expressed approval from the SIM Council only when the documents, projects, materials, or events retaining the logo represent an independent SIM activity or action. If use of the SIM logo is associated with a joint effort with an outside entity or partnering organization, written approval from the SIM Council is required. SIM members wishing to use the SIM logo in association with documents, projects, materials, or events managed or generated by their organization must receive approval from the SIM Council.

Approval for the use of the SIM Logo

Requests to use the SIM logo shall be sent by email to the SIM Secretariat and SIM President. The request must include the following information:

1. Title of event/project/publication
2. Date(s) and proposed location of event/Duration of project/Date of circulation
3. Is this an expedited request for approval (under 30 days from the start of the event, project, or publication and distribution of document or materials)?
4. Event/project/publication sponsors and co-sponsors (including organizations contributing financial resources and SIM members)



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5. Primary contact and role in the coordination or management of event/project/publication
 6. Primary audience and participants
 7. Summary of event or agenda/Project description/Copy of final publication
 8. A statement explaining how SIM will benefit from the event/project/publication

Approval Process

Externally supported SIM events and use of the SIM logo must be approved by the SIM Council. Requests must be submitted to the SIM Secretariat and SIM President a minimum of 30 days before the start of the event, project, or publication and distribution of documents or materials. Expedited requests (under 30 days) will be considered under special circumstances.

The SIM Secretariat or SIM President will notify the SIM Council of the request to use the SIM logo within 5 business days of receiving the request. The notification will include the information provided by the requestor and a date by which each Council member's comments and votes must be submitted. The SIM Secretariat or SIM President will notify the requesting entity of the SIM Councils decision within 5 business days of the SIM Councils decision. Those submitting request should expect a decision within 2 – 3 weeks from the date of their request.

Evaluation of Requests

The SIM Council will consider the following criteria as it reviews requests for the use of the SIM Logo:

1. Does the activity directly benefit more than one SIM Active Member?
2. Are SIM funds, or funding provided to SIM in the form of a grant, contract, or other financial agreement, being used to support all or a portion of the expenses associated with the implementation of the activity?
3. Is the activity being organized or implemented, either entirely or partially, by the SIM Executive Secretary?
4. If sponsored wholly or in part by a not-for-profit entity, governmental entity or international organization, is the activity open to all SIM active members?
5. If sponsored wholly or in part by a private, for-profit entity, is the activity open to businesses domiciled outside of the sponsor's or co-sponsor's home country?

Alteration of SIM Logo

The SIM logo may not be altered without the written consent of the SIM Council. Those approved to use the SIM logo will be provided an electronic copy of the certified SIM logo. The logo may be resized; however, it must be visible in its entirety and maintain its original aspect ratio.

Stylistic modifications, such as, but not limited to, changes in color or saturation, are permitted with approval from the SIM Council. The requesting entity should specify in their message to the SIM



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President and Executive Secretary that a modification to the logo is being requested and provide an image of proposed changes.

Unauthorized use of the SIM Logo

Entities who use the SIM logo without written approval from the SIM Council may face penalties including but not limited to legal action or suspension of membership rights. Actions by the SIM Council in response to the unauthorized use of the SIM logo shall be presented to the SIM General Assembly for consideration and approval before the proposed response is implemented. Entities who are found to be using the SIM logo without approval from the SIM Council will be contacted by the SIM Secretariat and informed of the policies and procedures associated with the use of the SIM logo.

Revision History

Date	Author	Description of Modification/Milestone	Comments/Notes
7 April 2021	Andrew Conn	Approval by SIM Council	SIM-12 (Version 01) was approved by the SIM Council on 2 April 2021 (SIM Council Resolution 010/2021)