

European School of Oncology – Logo Policy

Article.1 Object and Purpose

1. This policy governs the use of the European School of Oncology's (ESO) logo, to protect its institutional and symbolic value, as well as its function of identification and recognition of the organisation.
2. This policy establishes the rules and general conditions for granting the right to use the logo, the methods of reproduction and subsequent checks.

Article.2 Ownership

1. All rights relating to the use of the logo are the exclusive property of ESO, with registered office in via Turati 29, Milan.
2. ESO shall protect its logo from counterfeiting or alteration by taking any necessary action.

Article.3 Description of the logo

1. ESO's institutional logo consists of the symbolic reproduction of the initials of the School that enclose the words "European School of Oncology".

Article.4 Internal co-ordination

The Communication Team is responsible for coordinating the use of the logo on all materials (letterheads, forms and various printed materials, publications, signage, displays, various objects and anything else that shows the school's visual identity) whether they are reproduced internally or by external suppliers.

Article.5 Use of the logo by external parties and its placement

1. The logo can only be used by external parties if authorised by the school.
2. In the event that a public or private entity is granted financial support, patronage or award (contributions, sponsorships, conventions, sectoral tenders, scholarships, financing) the entity is obliged to give adequate visibility on its promotional materials through the reproduction of the logo in the manner indicated in this document.
3. Use must always and exclusively be linked to the specific initiative and only for the corresponding period.

4. There are 3 versions of the logo that can be used.



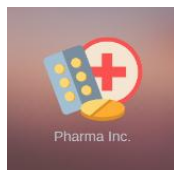
5. The logo must not be modified, its parts cannot be separated and/or recomposed. If it is reduced or enlarged, its proportions must be maintained.

6. The logo must not be placed side by side with or within spaces dedicated to pharmaceutical companies.

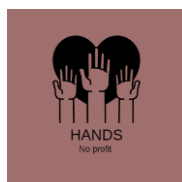
7. The logo may be placed side by side or stand in areas dedicated to other non-profit organisations or societies.

8. ESO must not appear in any lists together with pharmaceutical or medical device companies. It may only be listed in the space dedicated to other non-profit organisations or societies.

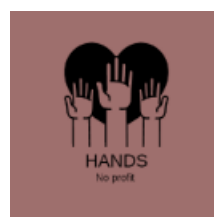
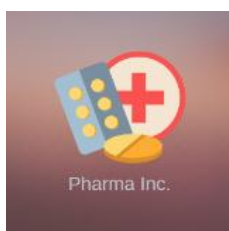
In Partnership with



In Collaboration with



List of our partners:



Article.6 Issue of the logo

1. The Communication Team shall provide the logo to the third party by e-mail or other electronic transfer programs.
2. Third parties may start using the logo from the moment of delivery, however drafts of any material, websites, etc in which the ESO logo appears should be sent to the Communication Team for approval before publication. Use of the logo should only be considered approved following an explicit reply by e-mail.
3. Reproduction or use of the logo in any manner other than as set out in these Rules and Regulations shall result in the revocation of the right to use the logo with immediate effect.

Article.7 Use of the logo on the Internet

1. Links from other sites to the European School of Oncology's website are possible using exclusively the name "European School of Oncology" or, if space does not permit, "ESO", provided that the hosting sites do not provide content that is illegal, defamatory, fraudulent or in any case harmful to the rights of others, is against the law and/or regulations.
2. The logo used must always be the up-to-date logo currently in use, and it is the responsibility of the host to check with the Communication Team that they are using the correct version.
3. When reproducing the logo, confusion and/or association with other brands, names, signs, IP addresses, domain names and/or intellectual or industrial property rights of third parties must always be avoided.
4. The European School of Oncology reserves the right to modify its site at any time and at its own discretion, without any obligation to inform the sites that have activated the links.
5. The rules for use of the logo are the same on printed materials (posters, conference programmes etc) or digital materials (banners, downloadable posters etc).

Article.8 Supervision of the correct use of the logo

1. Supervision of the correct use of the logo is carried out by the Communication Team.
2. The School may at any time request information and clarification on the use of the logo; carry out checks to ascertain that the logo is being used correctly; and set a deadline for the person concerned to regularise the situation.