

## Logo Usage Guidelines

### 1. Consistent Representation

The **Week of Integrity** logo must always be used as provided, without alterations to the design, colors, proportions, or text. It should remain consistent across all platforms and materials to maintain brand integrity.

### 2. Color and Background

The logo should be displayed on a clear, contrasting background to ensure it is easily visible and recognizable. For digital use, the logo file must remain in its original format (PNG, JPEG) and resolution. Partners are encouraged to use the version of the logo with a transparent background where applicable.

### 3. Size and Placement

Ensure that the logo is displayed at an appropriate size, with enough spacing around it to avoid crowding other elements on the page. The logo should not be resized disproportionately or stretched. Always keep the logo legible and ensure it maintains a professional appearance when scaling for different formats (websites, brochures, presentations, etc.).

### 4. Prohibited Uses

- Do not modify or change the colors, text, or design of the logo.
- Do not rotate, flip, or otherwise distort the logo.
- Do not add filters, shadows, or additional graphic elements to the logo.
- Do not use the logo in any way that suggests an endorsement or partnership unrelated to the **Week of Integrity** without prior consent from the organizers.

### 5. Promotional Use

The logo can be used to promote your organization's involvement in the **Week of Integrity** during the event (December 9–14, 2024) and in relation to activities associated with the Week of Integrity. The logo must not be used for any commercial purposes beyond promoting participation in the event or related initiatives.

### 6. Approval for Use

If you are unsure about how or where to use the logo, or if you need a different format, please contact the **Week of Integrity** organizers ([info@icc.nl](mailto:info@icc.nl)) for approval and guidance. The organizers reserve the right to withdraw logo usage rights if guidelines are not adhered to.