

# Instructions for use of the EFSA logo by external parties

## 1. Introduction

The European Food Safety Authority (EFSA) cooperates with many stakeholders and the need to use the EFSA logo by third parties frequently arises.

The EFSA logo is a symbol created to reflect its role and represent its work. It is, in fact, a protected trademark and when used in combination by other parties with their own logo, it is perceived as an endorsement. Therefore, EFSA logo should not be used in labels, marketing or commercial communications so as to give the reader or the consumer such an impression or facilitate this perception. With this in mind, the following guidelines have been drafted for the use of the EFSA logo by external parties and EFSA staff at events, in publications, or any other activity.

These guidelines are based on the principle that the use of the EFSA logo should enforce an accurate image of EFSA as an independent scientific organisation; open and transparent to the public at large and should not mislead the reader, user or consumer as to the involvement or support of the European Food Safety Authority.

## 2. Options to obtain the EFSA logo

EFSA foresees two options to use the EFSA logo:

1. The requestor sends requests for the use of the EFSA logo by e-mail to [publications@efsa.europa.eu](mailto:publications@efsa.europa.eu). The appointed person is authorised to give permission to third parties to use the EFSA logo subject to the terms and conditions as described in section 3 or on a **case by case** basis in consultation with the Head of the Communications Channels Unit.

To make the process smoother and more efficient, EFSA made the EFSA logo available for downloading to any external party on the website.

2. Upon acceptance of terms and conditions, third parties can directly download, copy and store the EFSA logo in all its formats and versions from the multimedia/[high resolution images](#) section of the EFSA's website provided she/he has carefully read the terms and conditions to use the EFSA logo and she/he is compliant with them.

## 3. Terms and conditions of use including disclaimer for the requestors

The principle of terms and conditions of use is that the official EFSA logo may only be used if the requestor is compliant with criteria related to the intrinsic nature of EFSA presenting consistent messages to the outside world (e.g. EFSA is an independent public institution, acting for non-profit purposes and committed to serve paramount public interests, etc.).

This implies that the use of EFSA's logo cannot be associated to other missions, tasks, commercial uses which are not in line and consistent with EFSA's mandate and nature described below.

- [No commercial interest](#)

EFSA, being an independent institution, cannot be related to:

- Events, activities or publications with a commercial interest;
- Events, activities or publications which promote food products, the food safety/quality of certain products, the food safety/quality of a certain country or region.

The use of the EFSA logo with a view to any of the above is not accepted.

- [Science related](#)

EFSA, being a scientific institution of high excellence, may be associated with:

- Events, activities or publications of high scientific value related to EFSA's mission.

The use of the EFSA logo or EFSA's events sponsorship is accepted, if:

- The organisation has no commercial interest; *and*
- EFSA is a co-organiser or a supporter of the event/activity.

- [EU related](#)

EFSA is a European agency, fostering good relations with other EU organisations and equivalent institutions in Member States (e.g. EFSA Focal Points).

The use of the EFSA logo is generally accepted, if:

- EU organisations and equivalent institutions in Member States need to use the EFSA logo on their communication tools;
- EFSA is a co-organiser or a supporter of the event/activity upon assessment.

- [Local relations](#)

Being based in Parma, EFSA appreciates and promotes good relations with the Italian community. The use of the EFSA logo by organisations in Parma will be accepted for initiatives where EFSA is a co-organiser or a supporter of an event/activity upon assessment.

#### Note

In case of any special condition out of the points above, the requestor must send a request to [publications@efsa.europa.eu](mailto:publications@efsa.europa.eu) and any decision on the use of the logo needs to be taken on a **case by case** basis.

## 4. Contact

If you have questions regarding the use of the EFSA logo, please write to [publications@efsa.europa.eu](mailto:publications@efsa.europa.eu).