Using SETAC Trademarks: Name, Acronym, Logo, and Slogan

The Society of Environmental Toxicology and Chemistry (SETAC) is known for its tripartite, multidisciplinary governance and activities. The trademarked name, acronym, and logo, and the slogan Environmental Quality Through Science are symbols that identify and distinguish the Society’s products and events and represent its value and reputation. They are vital to the clear and unmistakable recognition of SETAC. Misusing a trademark can cause confusion, at best, and at worst, can jeopardize the brand itself.

In order to provide the best and most consistent recognition of SETAC and its trademarks, the Society provides these guidelines. As a member of SETAC, you can help strengthen and protect these visual marks of the Society, as well as ensuring the continuation of the SETAC brand as it expands around the globe and across scientific disciplines.

SETAC trademarks identify the Society in an immediately recognizable and unique manner. The SETAC World Council is the sole authority for decisions on the use of SETAC trademarks.

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Who May Use SETAC Trademarks

The governance structure of SETAC embraces:

- A global World Council,
- 5 geographic units (GUs),
- Regional chapters and branches within each GU, and
- Committees at the GU and global levels.

Each of these governance structures may use SETAC trademarks on official SETAC business stationery, on the structure’s web site or page, or for the promotion of SETAC events, programs, or services, with the following caveats:

1. SETAC trademarks may not be incorporated into another logo or trademark.
2. SETAC trademarks may not be used to endorse or appear to endorse non-SETAC works, products, or services unless permission to do so is obtained in advance from the SETAC World Council.
3. SETAC trademarks may not be translated or otherwise modified.
4. The SETAC logo may not be broken into parts, separated into text and graphics, or otherwise modified.
5. Any print or electronic materials that promote SETAC works, products, or services must contain the SETAC name and logo.

If there is any doubt whether a particular use of a SETAC trademark is appropriate, the SWC must be consulted, allowing sufficient time for the request to be considered and a decision made.
The Name

The name of the Society must be used exactly as the trademark specifies:

**Society of Environmental Toxicology and Chemistry®**

The name may not be translated into any language other than the trademarked English version, even when surrounding text is in a language other than English.

Misuse

*Society for Environmental Toxicology and Chemistry*

*Society of Environmental Toxicology & Chemistry*

*Society of Environmental Toxicology and Chemistry (Sociedad de Toxicología y Química Ambiental)*
The Acronym

The acronym for the Society name must be used exactly as the trademark specifies: SETAC®

The letters of the acronym may not be altered to reflect a translation of the Society name.

Misuse

STQA for Sociedad de Toxicologia y Quimica Ambiental

The acronym should be used consistently in SETAC and GU-level annual meeting URLs and in staff email addresses so that anyone can easily and accurately guess at the address of a meeting website or a SETAC staff member, even when the address is not immediately available to them, for example:

- longbeach.setac.org or glasgow.setac.org or lusaka.setac.org
- john.smith@setac.org or mary.jones@setac.org

NOTE: The original domain of a meeting website does not have to contain setac.org, but the more recognizable setac.org subdomain makes it easier for users to find the meeting site simply by knowing the city in which the meeting takes place.

The acronym may not be used in the email address of a non-staff member.

The use of the acronym to identify a social media entity must be consistent with SETAC Social Media Policy.
The Slogan

The slogan, like the Society name and acronym, may only be published in English, the language in which it is trademarked.

Environmental Quality Through Science®

The slogan should be used on publications of the global SETAC organization, such as the Annual Report and books, and on the annual meeting programs of geographic units.
The Logo

As with the other SETAC trademarks, in order to protect this most-recognizable symbol of the Society, we must use it consistently and accurately.

Three characteristics are vital to such use:

1. Color—full color features Pantone 286 U, 286 U (30% tint), and 338 U
2. Space—the SETAC logo must always be surrounded on all four sides by a clear space of at least 1X, where X equals the cap height of “SETAC” (see diagram)
3. Size—no smaller than 75 pixels (on screen) high, or .75 inches or 20 millimeters high (in print)
**Misuses**

Be sure to use the exact scale, colors, design, and composition of the current SETAC logo. The following examples are intended to help you avoid misusing the logo.

<table>
<thead>
<tr>
<th>Do not use any colors other than those specified on Pg. 6.</th>
<th>Do not skew, or alter the shape of the logo</th>
<th>Do not use a logo that is not of sufficient quality</th>
<th>The opacity of the logo should always be 100%. Do not adjust the opacity or use the logo as a watermark.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo1.png" alt="Setac Logo" /></td>
<td><img src="logo2.png" alt="Setac Logo" /></td>
<td><img src="logo3.png" alt="Setac Logo" /></td>
<td><img src="logo4.png" alt="Setac Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do not separate or hide parts of the logo</th>
<th>Do not alter the composition of the SETAC logo</th>
<th>Do not use the logo as a repeating pattern</th>
<th>Do not include the SETAC logo in another logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo5.png" alt="Setac Logo" /></td>
<td><img src="logo6.png" alt="Setac Logo" /></td>
<td><img src="logo7.png" alt="Setac Logo" /></td>
<td><img src="logo8.png" alt="Setac Logo" /></td>
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