

Terms and Conditions for the use of the STOW Logo



Safe TO Work

The Safe TO Work (STOW) logo can be used by STOW Companies during the period they are certified as having conformed to the STOW requirements. The logo can be used on corporate websites and pertinent printed material, however, every use of the STOW logo requires permission in advance from the STOW Project Office.

Applying for Permission to use the STOW Logo

1. Anyone wishing to use the STOW Logo must place a request in writing to the STOW Project Office, indicating where the logo would appear, the purpose of the material, its target audience, projected date of release and other relevant information. Requests can be emailed to keina@energy.tt with a sample of the material.
2. Your request will be processed in two to three business days. The STOW Project Office needs to review each intended use for its layout and context. The STOW Project Office looks at the accuracy of the information provided about STOW in the material, whether the layout of the logo conforms to the STOW logo policy and whether the placement of the logo in the material would incorrectly imply any kind of endorsement by STOW or that STOW was the source of the material.
3. After your request has been reviewed you will be contacted with a response.
4. Organizations that have received permission to use the STOW logo must make a new request for other distinct uses of the STOW logo. However, reprinting of the STOW logo for the same use does not require a new permission. Similarly, for documents that use the same template, such as a presentation, permission can be sought for the master copy, and approval, if given, will be valid for all versions produced using that template.

If the STOW Project Office authorizes you to use the STOW logo on your website, we kindly invite you to link the logo to the STOW website: <http://stowtt.energy.tt>

FULL COLOUR



Safe TO Work

GRAYSCALE



Safe TO Work

ONE COLOUR



Safe TO Work



Safe TO Work

MINIMUM SIZE
FOR PRINTING
0.5"



Safe TO Work

MINIMUM SIZE FOR
DIGITAL DISPLAY
1"

Rules Governing the Reproduction and Display of the Logos

Maintaining consistency in the display of the STOW name and logo is an important aspect of the strategy to advocate the principles of STOW. Accordingly, when stakeholders incorporate the STOW name and logos in their materials for the permitted uses outlined above, they are asked to strictly adhere to the following guidelines regarding the reproduction and display of the STOW name and logos.

Elements of the Logos

The STOW logo is comprised of 3 unique elements:

(1) the wording, "Safe TO Work " (2) A "hard hat" symbol; (3)) A "drop of oil " symbol;

- **Reproduction of the Logo**

The STOW logo must be treated as a unique element and resized proportionally. The minimum size of the logo are 1" for digital and 0.5" for print. The reproduction of the logo should be generated from high quality artwork. Accordingly, the authorized user is required to use the authorized artwork that is provided by the STOW Project Office. The logo or wording should never be reproduced by hand, nor should the wording be substituted with another typeface. The letters should not be altered or redrawn, nor should the elements be re-spaced.

- **Colour of the Logo**

The logo may be reproduced in colour or in black and white.

The preferred colour is CMYK which translates to the following colour systems:

- **Pantone Red® 032 and Process Black**
- **CMYK: C:0, M:100, Y:100, K:100**
- **RGB: (RED) R:237, G:31, B:36 (BLACK) R:35, G:31, B:32**

In the case of the colour logo, the colours from the artwork provided by the STOW Project Office should not be modified. To ensure readability, the colour logo should always appear on a white or light-coloured background. The logo may be reproduced in black and white for use on other backgrounds. A screen tint or shade should never be used when reproducing the STOW logo.

- **Appearance of the Logo**

All materials on which the STOW logo is used must appear in isolation, uncluttered by competing images. The logo should appear vertically. The logo should not be used as part of a sentence or word phrase or associated with any non-related symbols or graphical elements. The STOW logo must not be used out of context where it is unclear to which organization the "We" refers.