



CoST logo guidance

*By CoST International Secretariat
Communications*

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CoST – Infrastructure Transparency Initiative

Company number 8159144, Charity number 1152236.

About this guidance

The CoST logo is an important part of our visual identity, it is the signature of the CoST initiative and the affiliation of CoST member programmes. This brief guide outlines who can use the logo and how it should be used.

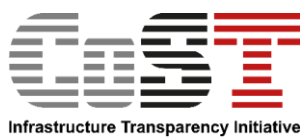
CoST logo options

Main logo

Our main logo features the logo to the left and 'Infrastructure Transparency Initiative' adjacent to this. In exceptional instances e.g. where a square version is required on certain websites, the alternative version featured below can be used.



Alternative logo



Member logos

Each member of CoST is granted use of CoST branding, including its logo. Each member has its own bespoke logo which specifies the name of the member country. Members and affiliate members' logos are differentiated by red and grey colour as illustrated below.

Member logo



Affiliate member logo



Right to limited use by CoST Supporters

1. CoST supporters who wish to use the logo in publications or other materials should submit a request to the CoST International Secretariat by email: CoST@infrastructuretransparency.org prior to publication.
2. If the logo is accompanied by text about CoST, use of text from the CoST website (www.infrastructuretransparency.org) is encouraged. If using a description of CoST obtained from other sources than the official CoST website, or if the content from the website is altered significantly CoST should be consulted before the material is published.

Right to “fair use” by others

1. If use of the CoST name or logo is recognised as "fair use", it is not necessary to request permission in order to use the CoST name or logo for:
 - academic research
 - educational purposes
 - news/current affairs
2. When permission is given under the provisions in this section, the CoST logo must not be used in any manner that suggests or implies that CoST has endorsed or approved of the activities, products, and/or services of the organisation, or that CoST is the source of any such activities, products, and/or services.
3. Please note that the following uses will not be permitted:
 - Any use of the logo as a component of an organisation's own logo, trademark or other branding elements
 - Any use of the logo for commercial purposes, including the promotion or advertising of products, services and other activities intended to solicit business
 - Any use of the logo as a permanent graphical element of stationery, business cards or other printed materials
 - Any use of the logo suggesting or implying a certification or seal of approval for activities, services and/or products.

Any suspected misuse of the CoST name or logo should be referred to the CoST International Secretariat: CoST@infrastructuretransparency.org.

Using the logo

CoST supporters and others should adhere to the following specifications when using the logo.

Proportions

- When resizing the logo, its **proportion** should remain consistent. The CoST text ratios are height: width = 1: 3.18.
- This ratio does not include the 'exclusion zone' (the clear area that surrounds the logo). As a guide, the 'exclusion zone' should be approximately $\frac{1}{4}$ of the size of the CoST logo text.

Background

- Wherever possible, the CoST logo should be used against a white or light-coloured background.
- In certain instances (for example if there is a major colour clash) a transparent version of the logo, available on request, can be used.

Further information

If further clarification is needed on use of the CoST logo please contact:
cost@infrastructuretransparency.org.



www.infrastructuretransparency.org



cost@infrastructuretransparency.org



CoST International



@CoSTransparency



Construction Sector Transparency Initiative (CoST)



Construction Sector Transparency Initiative (CoST)

