

## QATAR CHARITY LOGO USAGE POLICY

Qatar Charity's partners and affiliated institutions such as supporting organizations, educational institution and funding and contributing organizations, are all permitted to use QC logo to:

1. promote Qatar Charity's programs and joint projects
2. **promote events**
3. and designating and identify QC's humanitarian/action and fields of work

Moreover, media agencies and education institutions are all permitted to use QC logo- without modifying its original style and design- according to the identity file published on the QC identity page for educational or news reporting purposes.

### **Qatar Charity's Logo shall NOT be used or displayed in any of the following ways:**

1. Commercial use i.e., using the logo on commercial products to raise funds or for any other purposes.
2. **Individual use of the logo for reasons and purposes other than proclaiming partnerships or participation agreements with respective parties.**
3. Adding QC logo with other logos without QC's written consent. If required, a written approval and a consent letter should be requested from QC media and communication department beforehand after stating the reasons.

**QC logo usage (including logos that are not subjected to the current policy, or propose style or design changes) is only granted for pre-approved projects and for a limited period. Therefore logo usage requests should be submitted to the Director of the Media and Communication Department at Qatar Charity via the following**

email: **media@qcharity.org**

or call: **44667711**

If you don't receive a feedback within two weeks, you can consider your request revoked

**Qatar charity has the right to revoke the logo usage authorization in case any potential harm to our reputation is suspected**

Qatar Charity holds the right to revoke the logo usage authorization in case its not used in accordance with the approved proposal

**Qatar Charity holds the right to revoke the logo/ name usage authorization in case the stipulated QC Digital Identity Policy is violated.**