

# PROMOTING AND PROTECTING THE TAPA BRAND



TERMS & CONDITIONS FOR USE OF  
THE TAPA CORPORATE IDENTITY



## 1. TAPA Branding



- 1.1 These set of rules determine the use of the TAPA logo by members, service providers and partners. The guidelines outlined in this document provides TAPA members with basic information needed for using the TAPA logo at facilities, on trucks & vehicles and on all printed and on-screen materials.
- 1.2 These terms and conditions are designed to help maintain the integrity and the public recognition of the TAPA brand, which can be downloaded from the TAPA regional websites subject to the terms and conditions of this document.
- 1.3 TAPA encourages its members to use the TAPA member's logo to show that they are members of this highly respected organization.
- 1.4 TAPA believes that its logo sends a strong, consistent message each time a customer sees your corporate name. The use of the TAPA corporate branding will give your customers a sense of confidence and familiarity that your company meets the prestigious TAPA security standards.
- 1.5 The TAPA standards also indicate that your company has a strong security culture within its organization, which is important to all stakeholders including Buyers, LEA's and Government Agencies such as Customs.
- 1.6 It is therefore important that the TAPA logo is used correctly and in accordance with the rules as set out by the TAPA Worldwide Council. Changes to the authorized TAPA Logos or their usage are not permitted (See points 3 to 6 for usage).
- 1.7 The terms and conditions for use of the TAPA brand will be made available on the TAPA website in each region.



## 2. Registered Trademark



- 2.1 US registration; the TAPA logo is a Registered Trademark in the United States of America, registries number 3,937,682 (Int Cl 35).
- 2.2 European registration; the TAPA logo is a Registered Trademark in Europe, registration number 1200868 - Benelux.

Members can use the following badge:



(regional variations available on request)





### 3. FSR Certificates



- 3.1 Only authorized TAPA audit bodies are permitted to use the TAPA logo on the TAPA FSR certificates. The details of which can be found on the TAPA regional websites.
- 3.2 Only TAPA A, B or C certified facilities can display the TAPA certificate and or TAPA FSR Badge.
- 3.3 A certified company can place the TAPA certificate or TAPA FSR Badge.
  - 3.3.1 at the address of the certified premises,
  - 3.3.2 or on the letterhead of the certified facility (Badge only).
- 3.4 Once the certification has ceased, all TAPA logos must be removed from display.



## 4. TSR Certificates



- 4.1 Only authorized TAPA audit bodies are permitted to use the TAPA logo on the TAPA TSR certificates. The details of which can be found on the TAPA regional websites.
- 4.2 A certified company can place the TAPA certificate or TSR Badge.
  - 4.2.1 at the address of the certified premises,
  - 4.2.2 or on the letterhead of the certified facility (Badge only).
- 4.3 A Company granted TAPA TSR certification can display the TSR Badge on its 'Certified Trucks' which are specifically listed on its TSR vehicle log and kept current with all required TSR standards.
- 4.4 TTSP approved companies can place the TAPA TSR Service Partner Badge on the trucks recorded in its TAPA TSR Vehicle Log, which have been certified by an approved company.
- 4.5 Once the certification has ceased, all TAPA logos must be removed from display.



## 5. TACSS Certificates



- 5.1 Only authorized TAPA audit bodies are permitted to use the TAPA logo on the TAPA TACSS certificates. The details of which can be found on the TAPA regional websites.
- 5.2 Only TAPA Level 1 or 2 certified facilities can display the TAPA certificate and or TAPA TACSS Badge.
- 5.3 A certified company can place the TAPA certificate or TAPA TACSS Badge.
  - 5.3.1 at the address of the certified premises,
  - 5.3.2 or on the letterhead of the certified facility (Badge only).
- 5.4 Once the certification has ceased, all TAPA logos must be removed from display.



## 6. TAPA Logo for Members (including Individuals where applicable)



- 6.1 TAPA America, Asia and EMEA (Regional) Members badges do not confirm that "you or your company meets the prestigious TAPA security standards". They simply confirm an individual or company is a member of TAPA and in which region the membership has been issued.
- 6.2 All fully paid up members of TAPA, both individual and corporate may use the TAPA Membership Badge on business cards, letterheads, websites and marketing material such as brochures and flyers.
- 6.3 Members may use one of the following Membership Badges:



- 6.4 Once the membership has ceased for whatever reason, all TAPA logos must be removed from display.



## 7. Colour Requirements



- 7.1 Always use the TAPA logo as provided electronically by your TAPA regional body. In case you have any doubt or query about colour requirements please contact your TAPA regional office for guidance.





## 8. Language Requirements



- 8.1 The word "TAPA" should never be translated in your local language unless otherwise authorized by the Regional TAPA Board of Directors.
- 8.2 Members may translate the content of the textbox in your local Language such as 'member' for example.



## 9. Approval outside of the scope of the above



- 9.1 The TAPA regional Board of Directors are responsible for granting approvals for the use of TAPA logos in each region, which are outside of the scope of these rules. TAPA reserves the right to control use of its brand and will supply/ approve logo images for various applications.



## 10. Mandatory Information that must be used in conjunction with the TAPA Logo

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- 10.1 The following information shall be used in the text box or in conjunction with the logo:
  - 10.1.1 The standard name or scheme name (FSR, TSR, TACSS).
  - 10.1.2 Member of TAPA.
  - 10.1.3 TSR Level 1, 2 and 3 Certified Truck.
  - 10.1.4 FSR A, B or C Certified Site.
  - 10.1.5 TTSP Service Partner.



## 11. Prohibited Uses



- 11.1 Members are not permitted;
  - 11.1.1 To use TAPA logos in any way other than subject to the terms described in these guidelines.
  - 11.1.2 To use TAPA logos on certifications that are not compliant to the relevant specific standard.
  - 11.1.3 To use TAPA logos with the member corporate mark or logo if any.





## 12. Further Information



- 12.1 The use of TAPA logos is strictly controlled and they may only be used in accordance with the TAPA logo terms and conditions of use.
- 12.2 In case you have any doubts or queries about the use of the TAPA logos, please contact your TAPA regional office for guidance.





**TAPA**  
Transported Asset Protection Association