



## **ISAPP Policy: Use of ISAPP Logo by ISAPP Member Companies**

ISAPP recognizes that current industry members may want to use the ISAPP logo. This document provides guidance on what is allowed and not allowed when industry uses the ISAPP logo. The underlying principle that must be honored in use of the ISAPP logo by ISAPP industry members is that the ISAPP logo must not be used by companies or other collaborators in ways that suggest or imply ISAPP endorsement of any company, its products, or its services. For ISAPP to best achieve its mission to advance the science of probiotics and prebiotics, ISAPP must always avoid conflict of interest and act in a manner that will enhance its credibility and professional recognition.

Reasonable use by member companies of the ISAPP logo includes:

- Disclosure on the company website that they are members of ISAPP
- Statements of support for ISAPP opinions regarding the responsible manufacture of and communication about products
- Back-linking on the company website to ISAPP materials, such as videos, infographics and blogs
- In materials designed to inform about probiotics and prebiotics as long as the appearance of product endorsement by ISAPP is not made.
- In materials designed to inform about probiotics and prebiotics, where the ISAPP logo appears in context to the relationship with the company (e.g. 'proud supporters of ISAPP') and the appearance of involvement by ISAPP, or product or company endorsement by ISAPP, is not made.

The ISAPP logo cannot be used:

- In connection with activities in which the ISAPP has no substantive involvement
- In any manner that could impact negatively ISAPP's credibility or reputation
- Member companies will not display the ISAPP name or logo on any product label, or in inappropriate context in product marketing, promotional literature or advertisements, where the appearance of involvement by ISAPP, or product or company endorsement by ISAPP, could be made.

If an ISAPP industry member places its name or the ISAPP logo on any publication, statement, or communication, the entity must ensure that the contents of that publication, statement, or communication conform to these standards. ISAPP encourages industry members to work with the Executive Director and Board of Directors when determining whether or not to use the ISAPP logo.