

ISA NAME & LOGO Policy¹

ISA name and logo²

The International Solar Alliance (ISA) name and logo are the property of the ISA which shall be registered with the World Intellectual Property Organisation (WIPO) under the Madrid Protocol. The following guidelines will govern the use of the International Solar Alliance name, its short name "ISA" and logo by Partner Countries, Partner Organisations, and Observer States of the International Solar Alliance and Other Organisations (subject to approval by the ISA).

The International Solar Alliance reserves the right to take appropriate action in the event of a breach of this policy. Possible actions may include, but are not limited to, changing a participant's status from "active" to "non-communicating," removing the participant's name from the list of International Solar Alliance participants (delisting), and/or instituting legal proceedings with the appropriate authorities.

Our Short name "ISA"

The International Solar Alliance, will own the registered trademark of its short name, "ISA".
ISA[®]

ISA logo

ISA will also own the registered trademarks for the ISA logo. The trademarks for the ISA logo and short name will be registered in over 121 prospective member countries of ISA.

¹ Before the name was finalized, ISA had other proposed names – INSPA and INSTSA. The ISA is thankful to the Honorable PM of India who finalized the name as ISA. ISA is also grateful to the European Union whose officers helped in getting the above Logo with 121 countries being represented as colored dots in the logo.

² ISA can nominate up to 3 members for registering without cost for the event and satisfy that ISA logo has been properly displayed and prepare and prepare a report on the event for publication in ISA's webpage and journal.



ISA's brand and reputation: Quality, Confidence and Trust

For standards users, customers and consumers, ISA means quality, confidence, trust, safety and many other positive values. That is why the ISA Community cares about how ISA's trademarks are used and is concerned about unauthorized use of the ISA trademarks could mislead, create false impressions, or cause confusion.

ISA and its members (located in many countries worldwide) will take appropriate action if the misuse of ISA's trademarks is noticed.

User Guidelines: ISA's logo, short name and webpage

Except ISA members and Partner Countries and Organisation- who are authorised user of ISA's logo, short-name, for others who have been permitted specifically to use ISA's logo and short name, following is the non-exhaustive guidelines to help you avoid misusing ISA's trademarks. (ISA members, ISA Partner Countries and Partner Organisations may use ISA's trademarks according to ISA Policies).

ISA logo

- Don't use or copy the ISA logo.
- Don't modify or change the ISA logo.
- Don't use a modified or changed ISA logo.
- Should be displayed on top of display board, along with other international organizations and above national or subnational organizations.
- Logo Partner will help ISA in mobilising investment in solar sector.

ISA short name

- Don't register "ISA" as, or in, your domain name, website, or company name. e.g. www.isolaralliance.org.
- Don't use "ISA" as, or in, your product or service name.

ISA events

- A link to the ISA webpage should be given on the website of the Organisation.
- ISA will link of the event on its website until the event is over.
- A write up on ISA shall be circulated by the Organisation to all its members and on social media.
- The arrangement will continue for 5 years unless terminated by either party.

- ISA reserves the right to put a Logo usage fee at its discretion.
- ISA will finalise a flag with its Logo in the centre and a design will be finalised based on an open and global competition.