

2018 
**EUROPEAN YEAR
OF CULTURAL
HERITAGE**
#EuropeForCulture

TERMS AND CONDITIONS
Use of the European Year of Culture Heritage toolkits

December 2017

INTRODUCTION

The European Year of Cultural Heritage toolkits, including diverse communication material, logo, visuals, posters etc. are designed to provide resources for organisations and individuals to promote and take part in the year. This document shall be read in conjunction with the “Visual identity toolkit” and the “Guidelines for labelling of initiatives”, regarding the conditions of use of the European Year of Cultural Heritage visual identity, available in “Resources” web page.

I. TERMS AND CONDITIONS OF USE

I.1 For conditions regarding the use of the European Year of Cultural Heritage visual identity in the context of an event a project or initiative, please refer to the “Guidelines for labelling of initiatives” document.

I.2 The use of the toolkits or of one of its component is subject to the following terms and conditions:

- Permission to use the toolkits does not confer any right to exclusive use, it does not allow to appropriate the toolkits or an imitation thereof, either by registration or by other means nor does it confer any right to reuse for any other purpose than the promotion of the European Year of Cultural Heritage
- The use does not impersonate or confuse the individual or organisation in question with any of the institutions, bodies, offices, agencies, programmes or organs of the European Union
- It is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user by any of the institutions, bodies, offices, agencies, programmes and organs of the European Union
- It is not used in connection with objectives or activities which are incompatible with the aims and principles of the European Union.

I.3 The visual elements of the toolkits shall be used in their entirety without distorting, modifying or separating their component elements, including the tagline.

I.4 The elements of the toolkits may be used, in accordance with the terms and conditions above, until 31/12/2025.

I.5 The toolkits or any of its component should appear together with the following sentence: “in the framework of the European Year of Cultural Heritage”

II. LEGAL RESPONSIBILITY

Any user that intends to use the toolkits or elements of it may do so on their own legal responsibility. The users will be liable for any abusive use and possible prejudice following from such use under the laws of the Member States or any third country applicable to them.

III. RIGHT TO PURSUE ANY ABUSE

The Commission reserves the right to pursue on its own initiative or on the request of third parties:

- any use which does not comply with the conditions set out herein, or
- any use which the Commission deems abusive in the courts of the Member States or any third country

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EUROPEAN COMMISSION

Directorate-General for Education and Culture
Directorate A - Policy Strategy and Evaluation
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