

## Rules for the use of the shared brand BRUSSELS

The purpose of this document is to establish the rules for the use of the BRUSSELS shared brand in order to ensure:

- the protection of the proprietor of the BRUSSELS shared brand;
- credible and transparent communication regarding the use of the BRUSSELS shared brand in order to avoid misunderstandings or misleads.

The basic idea of this collective brand is to positively differentiate companies, especially SMEs in the Brussels-Capital Region, by highlighting the quality and authenticity of their products and their know-how.

That shared brand consists of the expression 'BRUSSELS' in the image set reproduced below (colour image):



It will hereinafter be referred to as "BRUSSELS".

### **Article 1.- Purpose**

The purpose of this Regulation is to lay down the rules and directives for the purpose of:

- the owner and manager of the collective brand BRUSSELS;
- potential users of the BRUSSELS shared brand;
- statements that can be associated with the shared brand BRUSSELS;
- the requirements for the reproduction of the shared brand BRUSSELS.

### **Article 2.- Scope of the BRUSSELS shared brand**

The BRUSSELS collective brand is a territorial brand in the marketing sense of the word, which means that it will be used to communicate about the tourist destination that is the Brussels-Capital Region, to contribute to its international image and to support products or services produced by organisations or companies headquartered in the Brussels-Capital Region.

The BRUSSELS collective brand offers guarantees regarding the origin of the products and their quality.

### **Article 3.- Ownership and use of the shared brand BRUSSELS**

The proprietor of the shared brand BRUSSELS, registered at EUIPO under number 019163022 is the SPRB/GOB.

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### **Article 4.- Users of the brand**

#### **4.1. User groups**

Two groups of users are distinguished:

##### **Group A: public institutions in the Brussels-Capital Region (hereinafter "BCR")**

Regional and public-interest organisations of the BCR that wish to promote or contribute to the international reputation of the BCR can use the BRUSSELS shared brand free of charge for information, promotion or advertising purposes.

##### **Group B: Private partners headquartered in BCR**

Structures with their registered office in the BCR that wish to promote or contribute to the international reputation of the BCR may use the BRUSSELS collective brand free of charge for information, promotion or advertising purposes.

#### **4.2. Possible uses**

The BRUSSELS shared brand can be used in two ways:

- on the packaging of products or services manufactured or by public organisations of BCR (Group A) and partners (Group B);
- on the communication or advertising media of these services and products;
- on commercial documents, stationery, business cards, website, etc., of licensees;
- general documentation (flyer, newsletter, company brochure, etc.);
- on training/information material to raise awareness of the BRUSSELS shared brand or to promote the products of authorised users of the BRUSSELS shared brand.

#### **4.3. Declarations**

Before using the shared brand, the following conditions must be met:

The BRUSSELS logo must be reproduced in accordance with the size, colour and other requirements specified by the SPRB/GOB available on the <https://www.internationalbrand.brussels/> website

Under no circumstances may the brand be used for illegal, discriminatory, violent or fraudulent purposes.

#### 4.4. Authorisation for the use of the BRUSSELS shared brand

Each user (group A and group B) is automatically authorised to use the BRUSSELS shared brand, provided that they comply with the conditions of use of these regulations and the reproduction methods provided for in this directive, which can be consulted and downloaded on <https://www.internationalbrand.brussels>.

#### 4.5. Free use of the BRUSSELS shared brand

The SPRB/GOB does not receive any remuneration for the use of the BRUSSELS shared brand.

### **5. Registration of Users**

The Brussels-Capital Region is responsible for keeping a register of all users of the shared brand.