

# ESOMAR Individual Member Mark

The ESOMAR Individual Member Mark is a symbol of your commitment to the highest standards of professional practice as enshrined in the [ICC/ESOMAR Code on Market and Social Research and ESOMAR World Research Guidelines](#). Within the industry it is a promise to uphold the highest level of professional conduct and to implement internationally recognised ethical practices that support effective decision-making.

## Guidelines for Use

As an individual member you can use the ESOMAR Individual Member Mark in the following communications to signal that you are an active member of ESOMAR

- Business cards
- Email signatures - use an HTML code to link the Individual Member Mark to your personal member page on the ESOMAR website.
- Company website – when using the Individual Member Mark, be sure to include the personal statement below and/or an HTML code to your personal member page on the ESOMAR website.

## Personal statement

**“As an ESOMAR Member, I comply with the [ICC/ESOMAR Code on Market and Social Research and ESOMAR World Research Guidelines](#).”**

This personal statement shows your commitment as an ESOMAR member to abide by the [ICC/ESOMAR Code on Market and Social Research and ESOMAR World Research Guidelines](#) and to provide quality research for your partners and clients.

## HTML



The Individual Member Mark can be linked to an HTML code that refers to your personal member page on ESOMAR website. You can access your unique code when downloading your mark. This feature was created to guarantee the validity of your Individual Member Mark.

## Do's & Don'ts

Do	Don't
Promote your commitment to quality research and standing as a member by using the Individual Member Mark	Use the Individual Member Mark if you are not an ESOMAR individual member
Place the Individual Member Mark on your company website. Be sure that it contains an HTML code linking to your personal member page on the ESOMAR website or your personal statement	Place the Individual Member Mark on your company website without the personal statement or an HTML code linking to your personal member page on the ESOMAR website.
Place the Individual Member Mark on your business cards, stationery, email signatures and promotional materials.	Do not alter the mark for your promotions. Any changes to the Individual Member Mark must be approved by ESOMAR.

## Colours

Use the blue artwork on a white background for printed materials and online purposes. If you would like to use the Individual Member Mark on a solid background, please make sure you use the white logotype. For other options, please contact us for further details.

Colour palette		
RGB	17, 23, 94	8, 101, 171
CMYK	100, 94, 0, 47	100, 37, 0, 0
Pantone	2766	3005
HTML code for the disclaimer	#11175e	#0066cc

## Minimum size and spacing



The minimum size of the Individual Member Mark is 20mm (across logo measure)

To make sure the logo is always legible, never use it smaller than shown above.



The indicated areas around the logo must always be kept clear.

There must be free spacing of at least 5mm around the Individual Member Mark.

[Download your Individual Member Mark](#)