



EIROforum
serving european science

Use of the EIROforum brand

ILL: “do you agree that we add the EIROforum logo in the partners section?”



CG: “For an event to be considered as EIROforum event, it should be supported by all EIROs or by a group of EIROs, say at least 3/8. So if ILL is the only EIRO involved in the organisation of the event, I don’t think we can claim it’s an EIROforum event, and there is no case for adding the EIROforum logo as a partner of the event.”

- Is this a position that all EIROs agree to?
- Is there a case for making the brand more visible?
- Should we have criteria for brand use that would allow single EIRO events to use the logo?

Please discuss!