



Use of the STA logo

Guidance

The logo of the Smart Ticketing Alliance is registered as a trademark in the EU. Its proportionate dimensions and colour scheme needs to be maintained at all times. The correct version of the logo can be requested from the STA Manager.

Full members and Associated members of the STA can use the STA logo on their website and communication materials and state that their organisation is a full member or associated member of the STA.

All other uses of the STA logo need to be explicitly approved by the STA.

Should the STA decide to endorse a document or enter into a liaison agreement/partnership with another organisation, then the use of its name and logo on the document or partner's website is allowed, as long as it reflects the true nature of the agreement or work relationship.

For any questions on the use of the STA logo, please contact:

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