



IAABC Logo Use Guidelines

The IAABC is proud of its members and credential holders and holds these individuals and businesses to a high level of accountability. In order to support the public in avoiding deceptive practices, we work to ensure that the IAABC is properly represented, with membership and credentialing accurately portrayed. By remaining in compliance with the following guidelines, you can stand out in the field and help the IAABC more easily identify people pirating our logos.

Important Change as of January 1, 2023: In the past, IAABC permitted businesses to use the IAABC Corporate logo, with permission. This is being phased out and we request that any members using the Corporate logo remove this logo and comply with the following guidelines by June 30, 2023.

1. Logo versions:

- a. Individual Members, including Student and Supporting members, may only display their **Supporting, Member, or Credential-Specific** logos.
- b. Businesses and organizations must register as an IAABC Member Organization in order to use the **Organizational** logo. Personal profiles of individual participants should continue to use the appropriate individual Supporting, Member, or Credential-Specific logo.
- c. IAABC Sponsors who are not IAABC members may only use the IAABC **Sponsor** logo, not the IAABC Corporate logo.
- d. Logos are currently available in English and Spanish. Any other translations must be officially approved by IAABC and obtained directly from IAABC. Write to info@iaabc.org to request a translated logo.

2. Where logos may be displayed:

- a. IAABC members may display their approved logos on their website, electronic media and advertisements, signage, and on printed brochures or other media.
- b. IAABC members may purchase clothing and accessories from the IAABC shop and wear/display these items with any earned logo as well as the IAABC Corporate logo.

3. How logos may be displayed:

- a. **Space around the logo:** There should be adequate space around the logo to showcase the logo and “let it breathe,” a minimum of ½ inch space on all sides.

- b. **Color palette:** The IAABC logo colors may not be changed or modified. However, the logo may be printed in black ink for black and white documents.
- c. **Typography and font:** The IAABC logo fonts and typography may not be changed or modified
- d. **Logo size:** The IAABC logo should be legible at any size. Do not use the IAABC logo unless there is ample space to allow for legibility.
- e. **Do not stretch or distort** the IAABC logo.



4. Limitations on logo use:

- a. The logo may not be used in conjunction with or as part of any print or digital content other than to indicate membership and/or credentialing.
- b. The logo may not be used on any of your official documents or on official disclosures (such as contracts, waivers and legal documents).
- c. It is expressly prohibited to use the IAABC logo in connection with any opinions or commentary about other individuals or organizations.
- d. The logo may not be used on any physical goods for sale.
- e. Use of IAABC Logos on clothing, equipment and other materials without express permission is strictly prohibited.
- f. The logo may not be used on any website that is in violation of any applicable laws or governmental regulations.
- g. The logo may not be used on any website, program, print or digital media that promotes practices not in accordance with the IAABC Code of Ethics and the Joint Standards of Practice.

5. Additional information on logo use:

- a. The logos are the sole and exclusive property of IAABC.
- b. IAABC logos must be downloaded from your IAABC member accounts.
- c. Logos may not be copied directly from the web page.
- d. IAABC logos may be used only by IAABC members and/or credential holders, as applicable, in good standing.
- e. Logos should be removed from electronic media and any use of physical media should be discontinued immediately at any point in which IAABC membership and/or the relevant credentials is no longer active.
- f. Members and/or credential holders may, as per official procedures, be required to cease and desist use of logos as a result of a sanctions subsequent to violation of ethical standards and agree to do so upon request as a condition of using the logo.
- g. The interpretation and enforcement (or lack thereof) of these terms and conditions, and compliance therewith, shall be made by IAABC in its sole discretion.
- h. Use of the logos shall create no rights for users in or to the logos or their use beyond the terms and conditions of this limited revocable license.
- i. The logos shall remain at all times the sole and exclusive intellectual property of IAABC.
- j. The IAABC reserves the right to prohibit use of the logos if it determines, in its sole discretion, that a user's logo usage, whether willful or negligent, is not in strict accordance with the terms and conditions of these terms. This includes any use that could discredit IAABC or tarnish its reputation and goodwill; if a user is not an IAABC member or credential holder in good standing; or misuse of the logo to imply endorsement or company-wide IAABC membership or certification.
- k. The logo may not be used to indicate any kind of endorsement by IAABC of a company's product or service; or that any official status for any product or service has been conferred by or is otherwise associated with IAABC; or to show any kind of relationship with IAABC aside from those permitted above.
- l. IAABC reserves the right to prohibit the use of its logos.
- m. Unauthorized use of any IAABC logo is strictly prohibited and may result in legal action.
- n. Use of any IAABC logo constitutes consideration for, agreement to and acceptance of the above terms and conditions by the user.

Any questions concerning the terms and conditions of IAABC logo use and any reports of improper logo use should be directed to info@iaabc.org.