



Guidelines on the Official Use of the Members' Logo (Appropriate Logo) of the Institute

Introduction

The Institute has many logos designed to reflect the corporate image of the organisation. There are two main logos in use by the Institute. Firstly, there is the everyday corporate logo (which is used also for CPD, accreditation / approved centre / course status and for the individuals on the Nationally Accredited Fire Risk Assessors Register (NAFRAR). Secondly, there is the formal crest of the Institute, which is used on the President's regalia, badges of office and formal merchandise.

The Institute's collection of logos is a Registered Trade Mark issued by the Intellectual Property Office and should not be used or altered without permission – dated 16/10/2014: UK Trade Mark N°. UK00003077400.

Unless specific permission has been approved and given, no-one, except the corporate body of the Institute may use any of its logos and it will pursue rigorously those persons, bodies and organisations etc. who use them without prior permission. This policy and procedure document is enacted under the By-Laws of the Institute.

Personal Use of the Members Logo (Appropriate Logo)

The Institute gives permission and issues to members the rights and privileges to use the appropriate logo which indicates the members' grade on their personal stationery e.g. business cards, company headed paper and also upon their respective websites, where applicable and appropriate.

The Institute will endeavour to ensure that the appropriate logo is reproduced and used in the correct context as well as in the correct format and style, whatever the medium.

Members of the Institute will benefit from the recognition that the Institute already receives. The Institute's logo designs are straightforward, allowing clear reproduction, even at a small size. Members are encouraged to reproduce the appropriate Institute logo to show their involvement with the Institute.

The appropriate Institute logos form part of a comprehensive and detailed visual identity system. The visual identity is designed to convey a members' authority and core professional characteristics and is an important organisational asset.

Use of the Affiliate Members Logo by Companies and Organisations

This appropriate logo can only be used by Affiliate Members if the company or organisation is approved by the Institute.

This is a grade of membership that carries no post nominals and is meant for companies or organisations who wish to be associated with the Institute. The Affiliate Member will have the right to use the logo specifically designed for Affiliate Members on its corporate administrative features.

How to Use the Specifically Designed Logo

The appropriate logo designs are made up of two elements – the Institute’s corporate logo and the appropriate grade of membership shown below. These elements are of fixed size and position to each other and should not be altered in any way.

The appropriate Institute logo can be applied to a member’s stationery, website and to any material that promotes the individuals membership of the Institute. Should any member wish to use any of the appropriate Institute logos for vehicle livery e.g. upon the side and rear of company vehicles, they should contact the Membership Committee for further advice and guidance upon the amount and size of the attached graphical decals / stickers / metallic signs etc. for consideration and approval.

Logo Design

The appropriate logo that is issued to all members should not be tampered with in any way e.g. changing the type face under the horizontal rule. They should also be printed in total and in the same colours issued e.g. do not print the Institute’s corporate logo in one colour and grade of membership in another.

Preferable Minimum Size

The logo reproduces comfortably at a width of **50mm**, with that measurement taken from the bottom corners of the coloured horizontal rule, and this is the preferred minimum size.

Applying the Appropriate Institute Logo to a Member’s Stationery, Website and to any Promotional Material

Position

Members will have their own unique design for stationery and website pages etc. No single instruction would be appropriate. However, the guiding principle will be that the appropriate Institute logo is placed to underpin the member’s name, thus making it clear that it is the member themselves, their company or organisation that has the appropriate grade of membership.

Compliance

Compliance with these logo design instructions forms part of the terms attached to the permission granted by the Council of the Institute to use the appropriate Institute logo. The Institute reserves the right to withdraw members permission to use the appropriate Institute logo and, in cases of clear breach of instructions, to seek compensation from members.

Any action based on such a breach may be taken in the English Courts. The permission is specific to the person or company or organisation to which the Institute grant the right to use the appropriate logo.

Members may not transfer, pass on or sub-licence their right to use the appropriate Institute logo. These brand design instructions, the right to use the appropriate Institute logo and the precise name, appearance and format of the appropriate Institute logo may be withdrawn, amended or replaced by the Institute at any time.

Restrictions of Use

In addition to any particular restrictions on use site out in this policy document, the appropriate Institute logo must not be used on any document or in any context where any of the following may apply:

Support for a political party (except with the specific written permission of the Institute).

Promotion of a third party's product or a third party sponsorship of an event or project (except with the specific written permission of the Institute).

Members must not allow any appropriate Institute logo to be used in any defamatory, racist, sexist, ageist, offensive, bigoted or obscene statements.

Members must not misuse the appropriate Institute logo by knowingly introducing viruses, trojans, worms, logic bombs or other material which is malicious or technologically harmful.

Issue to Members of the Appropriate Logo

The appropriate Institute logo for a current grade of membership is available from the Office Administrator to the Institute of Fire Safety Managers in a JPG format, along with this PDF guidance on its use.

New members and members who receive an upgrade in membership will receive their appropriate logo with their membership certificate.

If any member has any questions relating to the use of the specifically designed Institute logo, they should e-mail the Business Support Manager at info@ifsm.org.uk