

## **IAQAA Australia Logo Policy**

*Adapted from the IAQA Inc Logo Policy*

*Updated 24/01/2022*

### **Introduction**

The purpose of these Guidelines is to ensure proper use of the IAQAA Logo by the association's members, affiliates, partners, sponsors, and other authorized entities. It outlines IAQAA's rules for use of the Logos along with explanations and examples of proper usage. By complying with these rules, you help IAQAA maintain its established brand and reputation.

Where in conflict, any Guideline herein is superseded by any other specific agreements made between IAQAA and the party in question. However, any non-conflicting portions of these Guidelines remain in force.

### **General Rules Governing All Uses of the IAQAA Logos**

Members in good standing may utilize the IAQAA logo for the sole purpose of identifying themselves as a member of the IAQAA, within the restrictions defined herein.

The IAQAA Logo may not be used in any manner that conveys or implies IAQAA's endorsement, sponsorship or approval of a member's specific programs, activities, company, products or services. Neither shall the IAQAA logo be used, nor shall membership imply that the user is in any way an authorized agent of IAQAA.

The IAQAA Logo should always be separate and distinct from other marks and copy. When utilized within these guidelines and the IAQAA bylaws, the IAQAA logo must be reproduced true to the original as set down by the IAQAA, and further must be reproduced from IAQAA-supplied graphics.

Unauthorized use of the IAQAA logo may constitute fraud, and the IAQAA may employ legal means to cease such usage. Membership shall be revoked or denied for illegal use and/or misuse of the IAQAA logo in violation of these terms.

### **Corporate Members**

Corporate Members may use the IAQAA logo on their company website, company social media, emails, business cards, stationery, invoices, statements, vehicle signage, billboards, signs and promotional items.

### **Individual / Student / Government Members**

Individual, Student, and Government Members may use the IAQAA logo on individual business cards, individual company pages, individual social media pages, personal email, and stationary.

Individual, Student, and Government Members may not use the IAQAA logo on their company website, invoices, statements, vehicle signage, billboards, signs, or promotional items. This benefit is restricted to Corporate Members.

### **Additional Terms of Use**

Each member, affiliate, partner, sponsor, award winner, and other authorized entity that uses the IAQAA Logo agrees that upon termination or expiration of membership, it will immediately discontinue any usage of the Logo that IAQAA, within its sole discretion, determines to be a violation of its rights regarding the Logo.

If at any time an individual or organization ceases to be an IAQAA member, affiliate, partner, sponsor, award winner, and other authorized entity, it will immediately discontinue any use of the IAQAA Logo or any name, mark, logo or other trade identity similar thereto.

Each member, affiliate, partner, sponsor, award winner, and other authorized entity acknowledges IAQAA's exclusive ownership of the IAQAA Logo and shall not challenge IAQAA's ownership thereof.

Each member, affiliate, partner, sponsor, award winner, and other authorized entity agrees to comply with any additional regulations determined by IAQAA.

Each member, affiliate, partner, sponsor, award winner, and other entity permitted to use one of the IAQAA Logos acknowledges that IAQAA is the sole and exclusive owner of the Logos and agrees that its use of the respective IAQAA Logo inures to the benefit of IAQAA, that the IAQAA Logos are important valuable assets of IAQAA, and that its use of the IAQAA Logo materially impacts the value of the IAQAA Logo.