



International Federation of Aromatherapists

TERMS OF USE OF LOGOS

1. INTRODUCTION

The IFA encourages members to display the IFA Member logo, appropriate to their category of membership, on their websites and promotional literature. By using one (or more) of the IFA quality marks, members are demonstrating to the public and healthcare providers that they have met and continue to meet the IFA's standards of practice in their work.

When using an IFA quality mark to promote your membership status, you must comply with the terms of this document.

2. MEMBER LOGOS

The IFA has various categories of membership dependant on accredited prior learning. Each category of membership is assigned its own logo (except for STUDENT & FRIEND member categories who are not permitted to use any logo as they are not yet qualified), to enable the public to identify to which category of IFA membership you belong.

The following logos are assigned to each category of membership.

- FULL members may use the IFA MEMBER logo
- PEOT members may use the IFA PEOT MEMBER logo
- ASSOCIATE members may use the IFA ASSOCIATE MEMBER logo
- CARER members may use the IFA CARER MEMBER logo
- CORPORATE members may use the IFA CORPORATE MEMBER logo

Once registered you will be sent the IFA logo you are permitted to use.

3. PROFESSIONAL STANDARDS AUTHORITY LOGO

The IFA register is accredited by the Professional Standards Authority (PSA), a UK body accountable to parliament. The remit of PSA accreditation applies to UK registrants **ONLY**. The following categories of membership may use the IFA/PSA Logo **ONLY** if you practice in the UK and for the period that the IFA is accredited:

- FULL UK practising registrants members may use the IFA MEMBER/PSA logo
- PEOT UK practising registrants members may use the IFA PEOT MEMBER/PSA logo
- ASSOCIATE UK practising registrants members may use the IFA ASSOCIATE MEMBER/PSA logo

The **PSA logo must not, under any circumstances be used by any IFA Member or School outside of the UK** - the PSA has strictly forbidden this, and it is one of the terms of our accreditation. As such, we must ask our overseas schools and members to respect this instruction. Sanctions will be applied for misuse. Please see Appendix A in regards to the Regulations for use of the PSA accreditation mark as published by PSA.

4. TERMS & CONDITIONS

The member's right to use any of the IFA logos may be withdrawn at any time for a breach of any of the following terms and conditions.



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- a) A member may display the membership logo, assigned to their category(s) of membership, for the term they are registered and have paid the relevant fee.
- b) No member may use the IFA Charity logo as seen on the IFA's website.
- c) No member may use the PSA logo outside of the United Kingdom.
- d) If you have been awarded a qualification by the IFA because you have completed an IFA course, this does not mean you may use the IFA logo. You can advise that you hold a qualification awarded by the IFA but you may only use a member logo if and when you have upgraded from a STUDENT member to one of the postgraduate membership categories above and are currently registered.
- e) Displaying the IFA logo indicates that the person has met the standards at that given point in time and is currently being regulated. When a member ceases to be a member, all references to the IFA's name and logo must be removed from the individual's practice/business, publications, promotional material, and websites no later than one month after termination of membership. After this date, use of the logo will become an infringement of the IFA's Intellectual Property Rights. Those breaching use of the IFA logo will be listed on the IFA webpage 'Those Falsely Claiming IFA Status or Misuse of Logo'.
- f) Subject to the terms and conditions outlined, the members' logo may be displayed on your website and promotional material. For example: leaflets, printed matter, publications, flyers, magazine supplements for newspapers, magazine periodicals, posters and pamphlets, provided that:
 - i. The logo is used as a secondary logo to your business/practice/corporate logo.
 - ii. The logo is not displayed next to any material unconnected to aromatherapy and specifically your qualification, in connection with course promotion (which could be perceived as the IFA have approved the course), or next to other practitioners that are not registered with the IFA.

For the avoidance of doubt, it is acceptable for you to display the IFA logo at the bottom of your website alongside other badges of accreditation.
- g) Use of any of the IFA logos cannot bring or threaten to bring the IFA into disrepute. For clarity, and to prevent any misunderstanding - the IFA logo may not:
 - i. Be used on or to produce merchandise which the IFA provides to member's through the IFA shop.
 - ii. Be placed on any products commercial or otherwise, as the IFA does not endorse products of any kind.
 - iii. Be used or incorporated in any way into letterheads, which might suggest the contents of letters is written by the IFA.
 - iv. Be used or incorporated into the member's business/practice/corporate logo.
- h) The member may not include or in any way incorporate the IFA's name whether in full, shortened or as initials, as an aspect of or part of their business name, practice name, logo, or



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domain name(s), website address, email address, or social network site addresses e.g. Facebook, Instagram, weibo or any other such similar media.

- i) The member may not include or in any way incorporate the IFA's name whether in full, shortened or as initials on banners, flags, badges or other promotional or commercial merchandise or products.
- j) The member may not include or in any way incorporate the IFA's name or logo whether in full, shortened or as initials on certificates, giving the false and misleading impression that the IFA has sanctioned or authorised the certificate.
- k) The member will not use or insert the logo into any event publicity, which could imply the IFA's endorsement and/or involvement in the event.
- l) The logo may be changed in size but not adapted or changed from its original form. The IFA pantone colour is PMS 286 and must always be published in the same colour.

5. MONITORING

The IFA will monitor the use of it's logo to ensure compliance with its conditions of use.

The IFA may request members at any time without notice to show how they are using the IFA logo and name.

The IFA encourages members that are in any doubt as to how to use any of its logos, to contact the IFA before publishing.



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APPENDIX A: REGULATIONS GOVERNING THE USE OF THE PROFESSIONAL STANDARDS AUTHORITY FOR HEALTH AND SOCIAL CARE ACCREDITATION MARK ("THE REGULATIONS")

1. DEFINITIONS

"Accreditation" means the confirmation by the Authority that the voluntary register operated by an Organisation meets the Standards and "Accredited" shall be construed accordingly;
"Authority" means the Professional Standards Authority for Health and Social Care (or any successor body);

"Conditions of Use" means the terms under which an Accredited Organisation (and their Registrants) may use the Accreditation Mark as set out below and/or as may be imposed by the Authority from time to time;

"Organisation(s)" means organisations that hold voluntary registers for people working in health and social care occupations that are not subject to statutory regulation;

"Accreditation Mark" means the certification trade mark number 2636187 in classes 16, 35, 41, 44 and 45 which is owned by the Authority;

"Registrants" means those people/businesses in health and social care occupations and listed on the voluntary register of an Accredited Organisation;

"Standard(s)" means the current standards set by the Authority for organisations wishing to become Accredited and against which the Authority will decide whether to award Accreditation, a copy of which is available on the Authority's website at <http://www.professionalstandards.org.uk/accredited-registers>.

2. RIGHT TO USE THE ACCREDITATION MARK

2.1 Only the following have the right to use the Accreditation Mark:

- 2.1.1 Organisations awarded Accreditation and which have paid the relevant initial and annual fee in accordance with clause 4 below; and
- 2.1.2 current Registrants with such Organisations.

2.2 A list of Organisations operating a voluntary register who have been awarded Accreditation and the right to use the Accreditation Mark shall be published on the Authority's website.

3. CHARACTERISTICS CERTIFIED BY THE MARK AND SUPERVISION OF USE OF THE ACCREDITATION MARK

- 3.1 To be accredited an Organisation must at the time of its Accreditation meet all the Standards set by the Authority at the time of its Accreditation and must continue to meet those Standards or any Standards the Authority introduces on reasonable notice
- 3.2 Accreditation and the right to use the Accreditation Mark are awarded at the sole discretion of the Authority.
- 3.3 An Organisation must demonstrate that its operation of its voluntary register meets all the required Standards and if accredited by the Authority it will have the right to use the Accreditation Mark. The benchmark for each Standard is set at the level of good practice which means that for each Standard the Organisation has demonstrated, where available and relevant, that it applies good practice.
- 3.4 The use of the Accreditation Mark by an Accredited Organisation shall signify that the Authority assures the operation of the voluntary register of the Accredited Organisation



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has met all of the Standards. The use of the Accreditation Mark by a Registrant shall signify that the Registrant is registered on an Organisation's voluntary register which has received Accreditation.

- 3.5 Accredited Organisations and Registrants using the Accreditation Mark will be subject to audits on the use of the Accreditation Mark as set out at clauses 5.6 and 6.7 below.
- 3.6 The Accreditation shall only apply to the register operated by the Accredited Organisation at the time of its Accreditation.

4. CONDITIONS OF USE OF THE ACCREDITATION MARK (ORGANISATIONS)

- 4.1 It is a condition of use that the Accreditation Mark shall not be used without indicating that it is a certification mark.
 - 4.2 Accredited Organisations are required to accept and operate in accordance with any Conditions of Use as set out in these Regulations and any other document containing Conditions of Use and the Authority's Corporate Brand Guidelines as amended from time to time.
 - 4.3 The Authority will monitor the use of the Accreditation Mark by the Accredited Organisations to ensure compliance with its Corporate Brand Guidelines and Conditions of Use.
 - 4.4 In the event that the Corporate Brand Guidelines and the Conditions of Use are not complied with, the Authority reserves the right to immediately withdraw the right to use the Accreditation Mark from the Accredited Organisation and its Registrants.
 - 4.5 On termination or expiry of the Accreditation, all instances of the Accreditation Mark must be removed immediately from any stationery, PR, marketing or other materials and collaterals used by the Accredited Organisation in any media (save for such materials in the public domain but beyond the control of the Accredited Organisation such as promotional flyers or brochures).
 - 4.6 Misuse of the Accreditation Mark may lead to the right to use the Accreditation Mark being withdrawn. An Accredited Organisation shall at all times give all such information regarding the use of the Accreditation Mark as the Authority may from time to time require, to include a list of the voluntary register Registrants using the Accreditation Mark. The Accredited Organisation shall permit an authorised representative of the Authority to conduct an audit, on reasonable notice and during business hours, of the uses to which the Accredited Organisation is putting the Accreditation Mark.
 - 4.7 Accredited Organisations will provide Registrants with a copy of the current Corporate Branding Guidelines, these Regulations and any other Conditions of Use. Accredited Organisations will be responsible for monitoring the use of the Accreditation Mark by their Registrants and imposing an obligation on the Registrant to abide by the Corporate Branding Guidelines, these Regulations and any other Conditions of Use as may be imposed by the Authority from time to time.
 - 4.8 Accredited Organisations shall:
 - 4.8.1 not apply for the registration of the Accreditation Mark (or any confusingly similar trade mark) as a trade mark in its own name in any part of the world;
 - 4.8.2 not challenge the Authority's use or registration of the Accreditation Mark or the validity of the Accreditation Mark;
 - 4.8.3 not bring or threaten to bring the Accreditation Mark into disrepute;
 - 4.8.4 comply with the Corporate Branding Guidelines, these Regulations and any other Conditions of Use
- Breach of any of the above, along with any other material breach of these Regulations and/or Conditions of Use will allow the Authority to immediately withdraw the right to use the Accreditation Mark from the Accredited Organisation and its Registrants.



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5. CONDITIONS OF USE OF THE ACCREDITATION MARK (REGISTRANTS)

- 5.1 Only Registrants on an Accredited voluntary register of the Accredited Organisation are permitted to use the Accreditation Mark.
 - 5.2 It is a condition of use that the Accreditation Mark shall not be used without indicating that it is a certification mark.
 - 5.3 Registrants are required to accept and operate in accordance with any Conditions of Use as set out in these Regulations and any other document containing Conditions of Use and the Authority's Corporate Brand Guidelines as amended from time to time.
 - 5.4 The Accredited Organisation will monitor the use of the Accreditation Mark by its Registrants to ensure compliance with the Authority's Corporate Brand Guidelines and Conditions of Use.
 - 5.5 In the event that the Corporate Brand Guidelines and the Conditions of Use are not complied with, the Authority and the Accredited Organisation on behalf of the Authority reserves the right to immediately withdraw the right to use the Accreditation Mark.
 - 5.6 Where Registrants cease to be Registrants, all instances of the Accreditation Mark must be removed immediately from any stationery, PR, marketing or other materials and collaterals used by the Registrant in any media (save for such materials in the public domain but beyond the control of the Registrant such as promotional flyers or brochures).
 - 5.7 Misuse of the Accreditation Mark may lead to the right to use the Accreditation Mark being withdrawn. Registrants shall at all times give all such information regarding the use of the Accreditation Mark as the Accredited Organisation or the Authority may from time to time require. The Registrant shall permit an authorised representative of the Accredited Organisation or the Authority to conduct an audit, on reasonable notice and during business hours, of the uses to which the Registrant is putting the Accreditation Mark.
 - 5.8 Registrants shall:
 - 5.8.1 not apply for the registration of the Accreditation Mark (or any confusingly similar trade mark) as a trade mark in its own name in any part of the world;
 - 5.8.2 not challenge the Authority's use or registration of the Accreditation Mark or the validity of the Accreditation Mark;
 - 5.8.3 not bring or threaten to bring the Accreditation Mark into disrepute;
 - 5.8.4 comply with the Corporate Branding Guidelines, these Regulations and any other Conditions of Use
- Breach of any of the above, along with any other material breach of these Regulations and/or Conditions of Use will allow the Authority and the Accredited Organisation on behalf of the Authority to immediately withdraw the right to use the Accreditation Mark from the Registrant.

6. THE PROCEDURES FOR RESOLVING DISPUTES

- 6.1 The Authority encourages early resolution of any disputes arising in relation to the use of the Accreditation Mark including the use of mediation where appropriate.
- 6.2 In the event of a dispute between the Authority and an Accredited Organisation arising in relation to an application to use the Accreditation Mark or in relation to the removal of the right to use the Accreditation mark which cannot be resolved by discussion, the dispute will be referred to the Chair of the Authority.
- 6.3 In the event of a dispute between an Accredited Organisation and a Registrant arising in relation to use of the Accreditation Mark, which cannot be resolved by discussion or mediation the Accredited Organisation or the Registrant will refer the dispute to the Authority