



International Federation of Aromatherapists

TERMS OF USE OF LOGO

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), 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 you have logged into the members area you will be able to download the logo appropriate to you.

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The member's right to use any of the IFA logos may be withdrawn at any time for a breach of any of the following terms and conditions.

- 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) 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.
- d) 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.



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

4. MONITORING

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



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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.