



International Federation of Aromatherapists

CENTRE TERMS OF USE OF LOGO

1. INTRODUCTION

The IFA encourages Centres to display the logo, appropriate to the IFA Qualification they are approved to deliver on their website. By using an IFA quality mark, Centres are demonstrating to the public and potential learners that they have successfully completed the IFA's approval procedure and offer a world class qualification in aromatherapy awarded by the IFA.

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

2. CENTRE LOGOS

Each IFA Qualification is assigned its own logo, to enable the public to identify which IFA Qualification(s), you deliver.

The following logos are assigned to each IFA Qualification.

- PROFESSIONAL AROMATHERAPY DIPLOMA approved centres may use the IFA CENTRE logo
- PROFESSIONAL ESSENTIAL OILS THERAPY DIPLOMA approved centres may use the IFA PEOT CENTRE logo
- ASSOCIATE approved centres may use the IFA ASSOCIATE CENTRE logo
- AROMACARE approved centres may use the IFA AROMACARE CENTRE logo

Once you have logged into the website private area you will be able to download the logo appropriate to you.

3. TERMS & CONDITIONS

The Centre's right to use any of the IFA logos may be withdrawn at any time for a breach of any of the following terms and conditions.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 Centre may only display the logo assigned to the IFA Qualification they are approved to deliver, for the term they are approved and have paid the relevant fee.
- b) In the interest of accountability and managing quality control each Centre, and each additional site registered, will be ascribed a unique registration number. The Centre will ensure that their registration number appears on all Qualification marketing materials.
- c) No Centre may use the IFA Charity logo as seen on the IFA's website.
- d) Displaying the IFA logo indicates that the Centre has met the approval criteria at that given point in time and is currently being regulated. When a Centre ceases to be approved, all references to the IFA's name and logo must be removed from the Centre's business, publications, promotional material, and websites. After this date, use of the logo will become an infringement of the IFA's Intellectual Property Rights.
- e) Subject to the terms and conditions outlined, the Centres' 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:



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- 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 the IFA Qualification you are approved to deliver, and the logo does not appear alongside or near promotion of other courses (which could be perceived as the IFA having approved the course) that are not registered with the IFA.

For the avoidance of doubt, it is acceptable for you to display the 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 Centre's and learners 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 or other official documents, which is classed as misrepresentation and projects the false and misleading impression that the centre is representing or writing on behalf of the IFA.
 - iv. Be used or incorporated into the Centre's business/practice/corporate logo.
- g) The Centre 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 Centre 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 Centre may not use the IFA name or Centre logo on any training materials such as videos, DVD or PowerPoint presentations or otherwise as this may give the false and misleading impression that it has been created by the IFA and/or involvement beyond the IFA's contractual agreement with the Centre.
- j) The Centre 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. All official IFA certificates are issued from the IFA. The Centre is not permitted or authorised to issue certificates on behalf of the IFA. The only exclusion to this clause is the issuing of confirmation of completion of IFA Qualification(s) to learners when the IFA's name may be used in the following way:
 - The Centre may include the wording 'IFA Course registration number' and then add their unique registration number.
 - The Centre may include the title of the Qualification(s) i.e. 'IFA Professional Aromatherapy Diploma Course'.
- k) The Centre will not use or insert the logo into any event publicity or images of events, which could imply the IFA's endorsement and/or involvement in the event beyond the IFA's contractual



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agreement with the Centre.

- l) The Centre must ensure their teaching staff do not utilise their IFA teacher's status if promoting other courses and or CPD activity at the Centre, separate to the delivery of IFA Qualification(s). IFA teachers are registered to teach the IFA Syllabi only, this approval does not extend to any other subject or course syllabi.

- m) The logo may be changed in size but not adapted or changed, stretched, altered or distorted in any shape from its original form.

4. MONITORING

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

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

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