

Guidelines Use of IFA Logo

Background information

IFA is a not for-profit, member based organization where members come together to share their expertise and knowledge to learn from each other and to spread this knowledge to all members and others who are interested. The Annual IFA Congress is a mixture of sharing academic and practical knowledge. IFA does clearly distinguish itself from the commercial sector and commercial practices should therefore not determine IFA policy. Moreover, IFA is an objective non lobby organisation, a unique status which should be reflected in the use of the logo by IFA Branches and others that have received specific permission from Central IFA.

IFA logo

The IFA logo is a registered trademark owned by the International Fiscal Association residing in Rotterdam, The Netherlands. Only Branches of IFA are entitled to use the IFA logo. Individual members or any other entity/person are not licensed to use the IFA logo unless specifically authorized by Central IFA.

Logo Use Rules

The following rules govern usage of the Association's logo:

IFA Branches

- IFA Branches are licensed to use the IFA logo on their website, letterhead and promotional material of the Association as long as they remain Branches of the Association;
- Branches use of the IFA logo shall not damage IFA's reputation or endanger IFA's rights in the use of the logo;
- The IFA logo may be used solely in connection with the objectives of IFA and not in relation to any other business interest or activity. For more information on IFA's objectives visit the IFA website www.ifa.nl
- Branches must include the following statement when using the IFA logo to show their affiliation with IFA: "[Insert Branch name] is a local Branch of the International Fiscal Association (IFA)

IFA individual and direct members

- Logos may be used by individual and/or direct members who have received prior written permission from IFA for a specific use, usually based on a shared initiative or special relationship. Please contact the General Secretariat at info@ifa.nl.

Central IFA

The Members of the Executive Board of IFA and employees at the General Secretariat are hereby authorized to use the IFA name, brand and logo during their term in office in furtherance of the activities of the organization.

Format and layout

- Use only logo files you receive directly from Central IFA. Do not recreate the logo;
- The logo may not be altered, modified, or obscured in any way. It must be used without disturbing or distorting its proportions or otherwise altering the impression it creates;
- The logo may be resized only in its entirety so that it is always legible, clear, and without distortion; The logo's original horizontal-to-vertical proportions must remain intact;
- The logo's colour should not be changed and background colours or patterns should never show through the logo;
- The logo cannot be physically incorporated into or graphically connected to any other graphic element—it must stand on its own.

Electronic use of the logo

IFA Branches may request electronic versions of the logo from the Association and must adhere to the following rules:

- The official IFA logo may be placed next to, but may not be incorporated into, any other logo or graphic design;
- Likewise, the logo may not be combined or placed over other design elements such as - photography, type or borders;
- The logo's association title must remain legible;
- When used online, the logo must include a hyperlink without a border to <http://www.ifa.nl>.

Logo Versions

There are several variants, each comprising the whole of the text and/or the emblem. Older versions of the logo (prior to 2014) should be replaced with the current version as soon as practicable, and at any rate by no later than 1st January 2015.

The logo is available in two versions: the long version including text and emblem and the stacked version comprising only of the emblem. Both may be used for print pieces or online use. All logos are offered in EPS, TIFF, and JPG formats, and the web badge is available in JPG format. Please use the EPS and TIF files with printed pieces, and the JPG files for online use. The EPS, JPG and TIFF files are offered in the official colour Reflex Blue.

Revocation

- Global IFA can immediately terminate the license to use the logos if Global IFA, in its absolute discretion, believes that the use is, or is likely to be, damaging the reputation of IFA;
- Global IFA can immediately terminate the license to use the logos if a Branch breaches any terms or conditions of the membership of IFA in its absolute discretion, believes that the use is, or is likely to be, damaging the reputation of IFA;
- Global IFA may revoke any member's right to use the logo if the member fails to adhere to this policy for any reason in its absolute discretion, believes that the use is, or is likely to be, damaging the reputation of IFA.



Liability and Copyright

- All publicity activity using the logo of IFA is the sole responsibility of the user and IFA can accept no liability for any consequences arising howsoever cause;
- All goodwill associated with the logo belongs to, and remains with, IFA;
- The copyright remains with the Association at all times.

This policy was approved by IFA's Executive Committee during its meeting on 12 October 2014.

GS/1 January 2015