

IAP2 Member Logo Usage Guidelines

Version 4 – 6 September 2019

Use of the International Association for Public Participation (IAP2) member logo is a sign to colleagues, clients and industry that as a financial IAP2 (Australasia) member you support advancing the practice; and strengthening engagement; and the aims and values of IAP2.

IAP2 Australasia members, which include our Ambassadors and trainers, may use the appropriate “IAP2 member logo” on their websites, stationery and marketing materials, provided the following usage guidelines are adhered to.

1. IAP2 has created IAP2 member logos for use by all current financial members and these are provided on an honour basis.
2. It is the member’s responsibility to ensure that the IAP2 member logo is displayed in accordance with these guidelines.
3. The IAP2 member logo is not to be displayed in a way that is likely to mislead or to associate a non-member with IAP2 Australasia
4. The appropriate IAP2 member logo may be used on websites, stationery and marketing materials in alignment with the membership type and these guidelines.
5. The membership types are:
 - a. Corporate member
 - b. Small Business member
 - c. Individual Member
 - d. Student Member
6. **Corporate membership:** provides for unlimited employees within an organisation to access the full benefits of IAP2 membership. The Corporate IAP2 member logo can be used as follows:
 - a. Website: all pages of the website including the first landing page.
 - b. Stationery and marketing materials (printed and digital): all organisational stationery and marketing materials, in compliance with the other requirements of these guidelines.
 - c. Business cards: all business cards.

7. **Small Business member:** provides businesses with 20 or less employees to access the full benefits of IAP2 membership. The Small Business IAP2 member logo can be used as follows:
 - a. Website: all pages of the website including the first landing page.
 - b. Stationery and marketing materials (printed and digital): all organisational stationery and marketing materials, in compliance with the other requirements of these guidelines.
 - c. Business cards: up to 20 business cards
8. **Individual members:** Provides for an individual to access the full benefits of IAP2 membership. The Individual IAP2 member logo can be used as follows:
 - a. Website: included on the page with the Individual member's biographical information and positioned clearly.
 - b. Stationery and marketing materials (printed and digital): not permitted.
 - c. Business cards: only on the individual's business card.
9. **Multiple individual memberships:** If an organisation includes a number of individual memberships, then they may apply to IAP2 for the use of an alternative IAP2 Member logo, that is equal to or more than the total financial value of their combined Individual memberships, as follows:
 - a. Corporate: more than 10 current financial memberships.
 - b. Small Business: more than 4 current financial memberships.
10. **Student memberships:** Students have access to the full benefits of IAP2 membership and may use the Student IAP2 member logo the same as Individual members.
11. The IAP2 member logo should not be used in a way which by reason of its design, placement or other aspect implies or leads anyone viewing it to perceive accreditation, endorsement or approval by IAP2 of a particular product, service or training.
12. **Wording**
 - a. Permissible wording when describing membership of IAP2 Australasia includes:
 - "Current financial member of IAP2 Australasia"
 - "Student/Individual/Small Business/Corporate/International Member of IAP2 Australasia" (as appropriate to level of membership – see item 5).
 - b. Permissible wording when describing status of licensed IAP2 trainer includes:
 - "Licensed IAP2 trainer"
 - c. Permissible wording when describing status of IAP2 ambassadorship includes:
 - "IAP2 Ambassador"

- d. Wording not permitted when describing relationship to IAP2 Australasia includes (regardless of training undertaken):
 - “Accredited”
 - “Certified”
 - “Endorsed”
13. When more than one organisation is involved or presented on a piece of marketing material, stationery or webpage; then all organisations must hold current small business or corporate membership with IAP2 Australasia.
14. Usage of the IAP2 member logo indicates an implied commitment by the IAP2 member that they will maintain their membership at all times when displaying the IAP2 member logo. If they, or their organisation, fails to renew IAP2 membership they are not permitted to use the member logo and must immediately remove it from all websites, stationery and marketing materials.
15. Members must only use the IAP2 member logo that has been supplied directly by IAP2 Australasia. The IAP2 member logo must never be obtained by other means as this may compromise the integrity of the logo and its representation by IAP2.
16. The IAP2 member logo may not be used on official documents such as sales contracts or official disclosure documents provided to potential or actual clients or purchasers of a member’s services or products.
17. The IAP2 member logo may not be used on any materials or website that is in violation of any applicable laws or government regulations.
18. When used in online media, the logo should link through to <http://www.iap2.org.au>
19. The full colour IAP2 member logo should be used whenever possible. Single colour reproductions should only be used where full colour is not possible and the colour has express approval by IAP2 Australasia office.
20. The IAP2 member logo may not be changed or modified in any way.
21. Regardless of circumstance, if the IAP2 member logo is used in contravention of the principles set out above, IAP2 will, at its discretion, have the right to make a public statement ensuring the accuracy of any claim or perception is corrected, without recourse to the organisation and IAP2 has the right to revoke membership without compensation.
22. IAP2 reserves the right to disallow any use of the IAP2 member logo.
23. IAP2 members may not use the IAP2 logo without written permission from IAP2.

Should you require logo support or wish to check appropriate use, contact membership@iap2.org.au.

IAP2 MEMBER LOGOS



* IAP2 LOGO

(use of the following logo is not permitted without written consent from IAP2 Australasia):

