

Guidelines for Use of the IAIA Logo

These Guidelines delineate the correct use of the IAIA logo. The IAIA logo is the visual identification of the Association. It is placed on all official IAIA publications to establish the IAIA brand and promote the IAIA mission, vision and values. Proper use of the logo increases public recognition and visibility and strengthens image/identification. Improper application of the logo blurs the IAIA message and confuses public awareness of the Association. Thus, these guidelines should be followed so that IAIA speaks with one voice, consistency and credibility.

About the Logo

The letters I-A-I-A in the following graphic form the IAIA logo.



Using the logo in this form provides a consistent and memorable representation of IAIA. This trademark, in this form, is registered to IAIA with the US Patent and Trademark Office.

Use of the Logo

The tagline, International Association for Impact Assessment, should be closely positioned to the logo.



The logo should not appear without the tagline appearing in visual proximity.

- The logo and tagline should appear on all official IAIA publications, website design, brochures, letterhead, conference documents, and casual communication (e.g., buckslips) released from IAIA Headquarters and on the IAIA journal, *Impact Assessment and Project Appraisal*. All other use of the logo and tagline must have approval of the IAIA Board of Directors.
- Current, active affiliates recognized in MoU relationship with IAIA may use the logo and tagline but must add the words “affiliate of” as demonstrated below:



- Affiliate use of the logo and tagline (including the words “affiliate of the”) is authorized for inclusion on affiliate website homepage and promotional material, provided the IAIA logo appears in smaller typeface than the affiliate’s own logo. IAIA’s logo may not be used in affiliate fundraising documents/campaigns to imply endorsement.
- Current, active branches recognized by IAIA may use the logo and tagline but must add the words “branch of the” as demonstrated below:



- Branch use of the logo and tagline (including the words “branch of the”) is authorized for inclusion on branch promotional/informational material, provided the IAIA logo appears in smaller typeface than the branch’s own logo. IAIA’s logo may not be used in fundraising documents/campaigns or event announcements without IAIA endorsement of those activities.
- Individual, fully paid (current) members of IAIA may identify themselves as a member of the International Association of Impact Assessment on their resumes/business cards, but in doing so, they should not use the logo.
- IAIA members may not use the IAIA logo and tagline in seeking funds for projects, unless the proposal has been designated a full IAIA approved proposal (see Guidelines for Proposals).
- The IAIA logo must be included on all IAIA-approved projects’ final reports.
- Individuals or organizations wishing to use the logo must contact IAIA Headquarters for a copy of the file.
- Questions concerning the use of the IAIA logo should be referred in the first instance to the Chief Executive Officer.