



IAA POLICY CONCERNING THE USE OF ITS COMPANY LOGO

March 2014

1. Introduction

This document describes the IAA's logo and the classes of acceptable and prohibited use. It is not an attempt to define every imaginable use of the logo.

2. IAA Corporate Logo Described

The IAA corporate logo (above) has been designed to emphasis its distinctiveness. It was developed for use by the IAA.

3. Corporate Logo use

The IAA's corporate logo is a visible and recognisable expression of the IAA.

The IAA uses the logo on its communications and official documents.

The IAA permits parties who are current holders of a licence, certificate or approval issued by it to use the IAA logo in connection with the licensed activity, subject to the conditions below.

The IAA may grant permission for the use of its logo for events in which the IAA is involved. Each situation will be examined individually and where permission is granted, it will be subject to terms and conditions.

4. Regulated Entities

Current holders of a licence, certificate or approval from the IAA may use the IAA logo in connection with the licensed/approved activity only. It may not be used in connection with or in circumstances where the use may suggest the IAA has approved other activities carried out by the individual/organisation. It is important that the IAA logo is not used in a manner where it is capable of misleading consumers or others as to the relationship with the IAA.

Where permission is granted (in accordance with the above), references to the IAA should be limited to indicating the nature of the certificate or approval granted to the organisation. The IAA reserves the right to challenge the use of the IAA logo where it appears to be given excessive or inappropriate prominence on websites, brochures or otherwise.

5. Prohibited Use

The IAA's logo may not be used by any party other than a party permitted to use the logo as an indicated above. The IAA logo may not be used in a manner likely to mislead consumers as to your relationship with the IAA. The logo may not be used to indicate that the IAA has purchased goods or services from your company. Failure to comply with the above policy may result in legal measures to protect the reputation of the IAA.

The IAA logo must not be manipulated, re-drawn or changed in any way. It is not permitted to print or reproduce the IAA logo in any format other than the original.

6. Seeking Permission to use the Corporate Logo

Generally speaking, the IAA does not grant permission for use of its corporate logo to third parties, other than as indicated above. Application for permission to use the IAA logo may be made in writing to: **Head of Corporate Affairs, IAA, The Times Building, 11-12 D'Olier Street, Dublin 2.**

The applicant should provide:

- Name, address and contact details of the organisation seeking permission
- Purpose for which logo to be used.
- The period of time when the use of logo required
- Location where the logo would be utilised.

The IAA is not obliged to consent to any application for use of its logo.
