

Guidelines for use of ILPA logos and advertising your membership of ILPA

ILPA has two logos:

- 1) ILPA's main corporate logo



This can only be used by ILPA itself, not by any individual or organisation member.

- 2) The 'ILPA MEMBER' logo



This is the standard form approved by ILPA's Committee of Trustees for members to advertise their membership of ILPA.

WHO CAN USE THE 'ILPA MEMBER' LOGO?

- Approved ILPA members only

WHERE CAN MEMBERS USE THE 'ILPA MEMBER' LOGO?

- Member organisations can use the logo on their corporate business card; their letterhead; website; email signature; and marketing material.
- Individual members may use the logo within a biographical profile within their firm's website and promotional material.

'ILPA MEMBER' LOGO USAGE IS NOT ALLOWED FOR THE FOLLOWING:

If you are an individual member;

- The logo should not be used within the homepage of your organisation's website – this is only allowed if the organisation as whole is a registered ILPA member.
- The logo should not be used within a newsletter (print or email) where it may imply that the organisation is a member of ILPA.
- The logo may not be included on any materials that imply an ILPA endorsement of a particular firm, publication, or service.

HOW TO USE THE 'ILPA MEMBER' LOGO:

- The logo should always be at least 30% smaller than the firm's logo.
- The logo should always be used in its approved format. It should never be modified.

WHO CANNOT USE THE 'ILPA MEMBER' LOGO?

- Anyone who is not an approved ILPA member. It is not sufficient to have submitted an application for membership.
- Lapsed ILPA members.