

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.