



IAC Logo Policy

The IAC logo is the most visible and recognizable expression of the IAC brand. It represents our identity and is a valuable piece of intellectual property.

Letting others use our logo can give the impression that we favor or endorse them. In some situations, it can even mean we have legal liability. We understand and appreciate that outside parties may want to show affiliation with IAC. However, use of the IAC logo to imply affiliation with or endorsement by IAC without express written permission from IAC is strictly prohibited.

Exceptions may be made for news media, educational use or events for which IAC is a major sponsor. This type of exception should be arranged through a IAC Communications Portfolio: communications@certifiedcoach.org

IAC have created special logos for Members, Chapters and Licensees.

- Members can use the member logo as personal identifiers.
- Chapters can use the respective Chapter logo to demonstrate their relationship to IAC.
- Licensee Logo can be used by IAC Coaching Masteries Authorized Licensees to demonstrate their relationship to IAC.
- No other logo can be used by Members, Chapters or Licensee without written permission.
- The trademarks and logos may only be used to promote activities directly related to Chapter and or Licensee. The trademarks and logo may not be used on (added to) images /memes for social media posts etc.
- You may not modify the form, color or design of any logos. You may not animate or otherwise distort the appearance of any logos. You may not cut off or cover up any portion of the logos.

Online & Social Media Policy

- All online & social media posts pertaining to the IAC are controlled and managed by the Head of the IAC Communications Portfolio.
- It should be noted that all IAC volunteers, Chapters and Licensees must act in accordance with the 'agreement' that they have signed.
- IAC volunteers, Chapters and Licensees are allowed to associate themselves with the IAC when posting but they must clearly brand their online posts as personal and purely their own. IAC will not be held liable for any repercussions the content may generate.
- Content pertaining to sensitive or internal information about the IAC that they are privy to should not be shared to the outside online community. Divulging information like the IAC's plans, internal operations and legal matters are prohibited.
- Respect the Community and trust in your judgment while posting. Avoid making controversial or personal comments that you may repent at a later date. If you posted in error, act quickly to delete the post and/or apologize.
- Proper copyright and reference laws should be observed and respected by volunteers, Chapters, Licensees when posting online.