




IAFC Logo Usage

Adopted by the IAFC Board of Directors

Certified By: 

Interim CEO and Executive Director

Statement of Policy

Permission to use the IAFC logo is required and granted on a case-by-case basis. To request use of the IAFC Logo, please review the License to USE the IAFC Logo on the following pages.

Submit the completed license form to:

Leslie Distler

Corporate Relations Executive

ldistler@iafc.org



International Association of Fire Chiefs

4795 Meadow Wood Lane, Suite 100 • Chantilly, VA 20151
Tel: 703.273.0911 • Fax: 703.273.9363 • IAFC.org

License to Use IAFC Logo

DATE

[Name of Requesting Organization]
[Address of Requesting Organization]
[POC]
[POC phone and email]

This letter sets forth the terms and conditions under which the [Requesting Org] (“Company” or “User”) may use the name and logo of the International Association of Fire Chiefs (“IAFC”). The logo may be used only if such use is made pursuant to the terms and conditions of this limited and revocable license. Use of the logo shall constitute consideration for, agreement to, and acceptance of the following terms and conditions of this license by the user:

1. The IAFC logo is the sole and exclusive property of the IAFC and protected by registered trademark. Any failure by a user to comply with the terms and conditions contained herein may result in the immediate revocation of this license, in addition to any other sanctions imposed by the IAFC. The interpretation and enforcement (or lack thereof) of these terms and conditions, and compliance therewith, shall be made by the IAFC in its sole discretion.
2. Use of the IAFC logo requires prior approval of the IAFC CEO and Executive Director (or designated representative) for all persons, vendors, businesses, IAFC affiliates and other entities seeking to use it. Applicants must read and must submit an IAFC logo application, accompanied by samples of products, publications, etc., that will bear the IAFC logo.
3. Upon the approval of the IAFC CEO and Executive Director (or designated representative), the IAFC will make its logo available in a format appropriate for either print or electronic media. Licensees must follow the logo guidelines as spelled out in the IAFC logo style guide and the Statement of Relationship as set forth in the Attachment. The logo may not be revised or altered in any way, and must be displayed in the same form as produced by the IAFC, except that the logo may be enlarged or reduced in size proportionally.
4. The logo may not be used in any manner that, in the sole discretion of the IAFC, discredits the IAFC or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates any law, regulation or other public policy; or mischaracterizes the relationship between the IAFC and the user. This includes, but is not limited to, any use of the logo that might be reasonably construed as an

endorsement, approval, sponsorship, or certification by the IAFC of the user, the user's business or organization, or the user's products or services, or that might be reasonably construed as support or encouragement to purchase or utilize the user's products or services, unless such use is explicitly permitted in a separate contractual document approved by IAFC CEO and Executive Director.

5. Use of the logo shall create no rights for users in or to the logo or their use beyond the terms and conditions of this limited and revocable license. The logo shall remain at all times the sole and exclusive intellectual property of IAFC. IAFC shall maintain the right, from time to time, to request samples of use of the logo from which it may determine compliance with these terms and conditions.
6. Without further notice, IAFC reserves the right to immediately prohibit use of the logo if it determines, in its sole discretion, that a user's logo usage, whether willful or negligent, is not in strict accordance with the terms and conditions of this license, otherwise could discredit the IAFC or tarnish its reputation and goodwill, or that the original intended and permitted use(s) for the logo has expired. In addition to the express rights to immediately prohibit the use of the logo as provided for herein, IAFC may at any time revoke the license granted herein, without cause, by providing to the [requesting organization] thirty (30) days' advance written notice.
7. The undersigned User hereby agrees to release and indemnify and hold harmless the IAFC, its officers, agents, and employees, from all liability and claims of any kind, including claims based on negligence, for any injury, loss or harm that might arise or occur during or in connection with the Users' use of IAFC logo.

International Association of Fire Chiefs

[Requesting Organization]

By: _____

By: _____

J. Robert "Rob" Brown, Jr.
I CEO and Executive Director

Print Name: _____
Title: _____

Statement of Relationship to Accompany Logo Usage

When IAFC is involved in a corporate (or another association/event) relationship, a statement defining the relationship between IAFC and the external entity and/or product must be published in accompanying materials (print and electronic). Examples include:

- ***Corporate Supporters***
 - (Name of Company) is proud to support the IAFC (company also may use the phrase “IAFC Supporter” to accompany logo)

- ***Cause-Related Initiatives***
 - The IAFC is proud to join with (Name of Company) to support the (Name of Program/Initiative)

- ***Affinity Programs***
 - As part of your IAFC membership, you are eligible to receive (Name of Promotion/Discount)
 - This offer is given in association with the IAFC

- ***Sponsorships of IAFC Conferences/Events***
 - (Name of IAFC Event) is sponsored by (Name of Company)
 - (Name of Company) is a proud sponsor of (Name of IAFC event).

- ***Co-Branded Conferences/Events***
 - Presented in partnership with the IAFC

- ***Sponsorship of an IAFC-authored document***
 - The IAFC wishes to thank (Name of Company) for their financial support for publication of this document. The IAFC is solely responsible for selection of the author and the views and opinions expressed herein.

- ***Sponsorship of a document the IAFC distributes but is NOT the author.***
 - This document was funded in its entirety by (Name of Company). The views and opinions expressed herein are those of the author(s) solely and do not necessarily represent an official position of the IAFC.