

Logo Use Policy—Draft

A. Introduction

1. The IFPS logo is recognized and respected worldwide. This logo represents over 45 years of dedicated leadership in the Fluid Power Industry. Therefore, to ensure that both the logo and the Society are accurately represented, the guidelines in this policy must be strictly followed.

B. Bestowing of Privilege

1. The IFPS logo is the property of the International Fluid Power Society. Through one's professional membership, student membership, corporate membership, or international associate membership, the privilege of using the IFPS logo is granted.

C. Reproduction Guidelines

1. Any reproduction of the logo must be true to the original in terms of relative size and shape. Therefore, it is not permitted to compress, extend, slant, distort, or alter the logo. No additions, deletions, substitutions, or modifications of the logo are permitted.
2. As a general rule, the space around the logo should be kept clear. Additional symbols or text, if any, should be placed beneath the logo, above, or to the side with sufficient distance from the logo in order to maintain the distinct appearance of the logo.
3. The IFPS logo should be used only in its entirety. It should be reproduced only in its official red and black colors or in black or gray.
4. Where practical, the slogan of the IFPS, "The International Organization for Fluid Power and Motion Control Professionals" should be listed immediately below or next to the logo. As shown below:



The International Organization for Fluid Power and Motion Control Professionals

or



The International Organization
for Fluid Power and Motion
Control Professionals

5. To preserve the integrity of the logo, all reproduction must be made from high-resolution files e-mailed from IFPS or downloaded from IFPS' website. Care should be taken to maintain the quality of all printed material bearing the IFPS logo.

D. Acceptable Uses

1. The IFPS logo can be used on:

- Company letterhead
- Business cards
- Websites
- Marketing materials
- Publications
- Any document that positively reflects the mission of the IFPS

2. The IFPS logo may be used in the context of promoting or advertising products and services of a participant, provided that the logo is not used as a designation of origin.

E. Conditions for Use

1. Only IFPS members in good standing may use the logo.
2. The logo may not be used as another interest's sole business logo or be incorporated into another interest's business
3. If membership expires or is revoked, the logo must be removed from all promotional materials within 30 days.

F. Fundraising

1. Use of the logo [other than standard use on business forms] by members in fundraising, sponsorship, or events for which admission fees or other payments are solicited is subject to prior written authorization. If written authority is granted, the member is responsible for accepting that the IFPS will not assume any responsibility for the activities of the member and that members will defend IFPS for any action that may be brought against the IFPS or its Executive Director as a result of the use of the logo.

G. Use of logo on website

1. To display the IFPS logo on a member's website, the site must make mention of IFPS and have an active link to the official IFPS website.

H. Conclusion

1. IFPS may withdraw logo use privilege at any time.
2. Inquiries concerning the use of the IFPS logo and requests for the logo artwork should be addressed to IFPS Headquarters.
3. The IFPS reserves the right to take appropriate action in the event of a breach of this policy. Possible actions may include, but are not limited to, removing the member from the Society without refund and/or instituting legal proceedings with the appropriate authorities.
4. Any suspected misuse of the IFPS logo should be referred to FPS Headquarters.