

The Institute of Professional Editors Limited

Policy Name	Use of the IPEd Logo
Author	Josephine Smith (WA IPEd Councillor)
Reviewed by	IPEd Council
Date	June 2011

1. Purpose

This policy defines what the IPEd logo is, who can use it, when it should be used/not used and in what format it may be used.

2. Definition

The current IPEd logo includes the IPEd lettering and the tag line 'To advance the profession of editing' as shown below.

**3. Use of the logo by IPEd**

Users of the logo are the current holders of the following positions:

- IPEd Councillors
- IPEd Company Secretary
- Communications Committee Convenor
- Accreditation Board Chair.

The logo is used on all printed or electronic documents produced on behalf of IPEd and for IPEd business only. This includes the agenda and minutes of council and committee meetings, policy documents, financial statements, annual report, business plan, budgets and all correspondence.

The IPEd office-holders listed above may also use the logo on their professional email signature for business relating to IPEd only.

The logo is displayed on the IPEd website.

The logo is also used on material produced by IPEd for promotional or information purposes, for example, the IPEd brochure on editing, as well as material produced for hand-outs and banners/signs used at the national editors conferences.

The logo must be removed from documentation or email signatures when the business does not relate to IPEd, or when the user no longer has an appropriate affiliation with IPEd.

5. Use by those other than IPEd

The only other permitted users are the Members (the state societies of editors).

The societies of editors are permitted to use the logo on their Society websites along with a link to the IPEd website. Any other use should be approved by the IPEd Council.

Any other potential users of the IPEd logo, for example, AEs and DEs, must first seek approval from the IPEd Council and provide valid reasons for the proposed use.

6. Logo Format

The logo is available from the Company Secretary in different formats depending on the use.

The logo must:

- remain in proportion
- be used in full
- be used in the colours specified or in greyscale
- comply with any applicable size requirements.

It is up to the user to ensure that the correct and current logo is being used.

6. Abuse of the logo

If there is any abuse of the logo or any misrepresentation then the user will be requested by IPEd to remove the logo. If they do not remove it, then legal action will be considered.

7. Versions

First version June 2011