

## LOGO, DECAL AND STICKERS POLICY

### 1. PURPOSE

Guidelines as to how the IWH logo, decals and stickers might be used by members in relation to their products, marketing, company property and equipment.

### 2. SCOPE

All registered IWH Trade Association Members and registered IWH Professional Body Professional development partners, including any organisation which has a signed memorandum of agreement with the Institute.

### 3. OWNERSHIP

The IWH is a non-profit organisation. Its logos, decals and stickers are the exclusive property of the Institute and may only be used in a manner that furthers the Institute's mission. Our logo (brand) has been registered on the 22nd of October 2014. The logo is also a registered trademark and cannot be used without written permission.

The following policy sets out the terms and conditions for the appropriate and permitted uses of the logos, decals, and stickers.

### 4. THE INSTITUTE'S LOGOS

The Institute has two logos namely:

- ✓ IWH Trade Association.
- ✓ IWH Professional Body.

The institute also has a decal and sticker template.

### 5. APPROVAL USE

IWH Trade Association:

Member companies of the Trade Association who have an IWH registration number and are in good standing.

IWH Professional Body:

Recognised Professional development partners in good standing.

In all instances written permission by the Institute must be given to use the said logo/s, decals or stickers.

Trade Logo: Trade Manager at [anlie@ifwh.co.za](mailto:anlie@ifwh.co.za)

Professional Body Logo: QMD at [qmd@profbody.co.za](mailto:qmd@profbody.co.za)

### 6. LOGO USE

Authorised users may scale/resize (the relative proportions of each component of the design must remain unchanged) the logos, to suit their needs, but may not change colour or design or alter the graphics in any way and may not combine with any other graphic. In every use the integrity of the logos must be preserved.

Logos may be used on email signatures, websites and company clothing.

## 7. DECAL AND STICKER USE

Decals and stickers share many of the same qualities, but the key differences lie in their intended use. Typically, stickers are used for logos and illustrations and decals are used for decoration or advertising purposes.

Stickers are usually smaller in nature and applied to smaller products such as laptops, water bottles, and other product packaging. Decals, on the other hand, are usually larger and applied to things such as walls, windows, floors, and vehicles.

The decal templates supplied by the IWH may not be amended altered or changed in any way and can only be used on company property, for example vehicles, laptops, etc., but may not be displayed on any work at height equipment or related product that is used or marketed by the member.

Sticker templates will also be supplied but will also not be allowed to be altered or amended in any way. These can be applied onto personal equipment but excludes any product supplied by the company to the industry.

## 8. POLICY COMPLIANCE

Users who are granted permission is responsible for controlling its usage.

The IWH Professional Body will be the only body to issue certificates for the registration of practitioners, displaying the Professional Body logo.

The IWH Trade Association will be the only association to issue Membership Certificates with the Trade Association logo.

## 9. VIOLATION OF POLICY

The IWH retains the right to direct the user to cease displaying the relevant logo, decal or sticker, if it discredits the Institute or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates any law regulation or other public policy; or mischaracterises the relationship between the Institute and the user, including but not limited to any use that might reasonably be construed as an endorsement of the Institute's standards.

The Institute will not be responsible for any loss or damage of any kind whatsoever sustained by any party, however caused, in regard to the use of its logos, decals or stickers.

Decals, stickers, and logos cannot be used to promote the approval of a product or the acceptance of any standard to which the product or machinery was manufactured to and thus practically implying that the IWH endorses said products.

## 10. LINKING TO THE INSTITUTE'S HOME PAGE

Users may, without written permission use the logos to denote an electronic link to the Institutes websites i.e. IWH trade – [www.ifwh.co.za](http://www.ifwh.co.za). Links from websites that in the Institute's sole discretion, could be construed as distasteful or offensive, obscene, defamatory, libellous, misleading, or which are being used for illegal purposes are not permitted.