

IFLA Regional Division Committees corporate identity usage



International
Federation of
Library
Associations and Institutions

IFLA.org

Usage of the IFLA Regional Division Committee name, acronym and logo by IFLA Regional Division Committees

The below principles apply to all IFLA Regional Division Committees.

They relate to the use of each IFLA Regional Division Committee name, acronym and/or logo.

General principles:

- IFLA is widely recognised in the library field as the global voice of libraries. Use of the IFLA Regional Division Committee in connection with activities, projects, events, publications, products, and the like implies a close association with IFLA, and so potentially affects the federation's reputation. Therefore, the activities with which the IFLA Regional Division Committees are associated must be consistent with IFLA's mission and values, and with appropriate standards of quality and excellence.

- As a general matter, IFLA will encourage the use of the IFLA Regional Division Committee name, acronym and/or logo in order to raise IFLA's profile. However, such uses should only take place where the relevant Regional Division Committee (or IFLA HQ in case of doubt) has significant quality control over the purpose and products where the IFLA Regional Division Committee name, acronym and/or logo are to be used, and the use is relevant.

- It should be remembered that Regional Division Committees do not have formal legal standing, and so, for example, documents such as memoranda of understanding or similar can only be signed by IFLA itself.

Authorisation for use:

- The IFLA Regional Division Committee logo can be used when there is an explicit participation or representation as the RDC capacity at an event, product, project and the like; when promoting the Regional Division's work.
 - To uphold the public's trust in IFLA and to maintain the federation's reputation and credibility, Chairs of each RDC should carefully consider any proposed use of the IFLA RDC name, acronym and/or logo, seek advice as necessary, request approval, ensure adequate control to guarantee accuracy of approved uses, and adhere to established guidelines and restrictions, as set forth in these guidelines and as directed by IFLA HQ.
 - The members of each Regional Division Committee should ask for authorisation of use from the Chair of the Regional Division Committee.
 - It is the responsibility of the Chair of each Regional Division Committee to guarantee the appropriate use of the Regional Division Committee name, acronym and/or logo.
- In cases of doubt, the Chair should contact IFLA HQ for further guidance on usage of the name and logo. IFLA HQ reserves the right to highlight potentially inappropriate uses of logos to Regional Division Committees.
 - The appropriate use of the Regional Division Committee name, acronym and/or logo means that these should be used, following the below principles:
 - o when associated with events, products, questionnaires, formal letters, reports, webinars, meetings, conferences and the like that are of good quality, and supporting the overall goals of the RDC.
 - o when the use is accurate and not misleading. The value of the IFLA's Regional Division Committee name, acronym and/or logo may be eroded if they are used inaccurately
 - o no use of the IFLA Regional Division Committee name, acronym or logo is permitted that would undermine the public trust in what the IFLA name and brand stand for or that would damage or depreciate the federation's value over time.

For questions on the application of these guidelines or for guidance on uses of the IFLA Regional Division Committee name, acronym and/or logo please contact [IFLA's Strategic Development Officer, Despina Gerasimidou.](#)

IFLA Regional Division Committee Logo with Corporate Signature

Components

The IFLA Regional Division Committee logo is composed of two components: The IFLA Symbol in black, and the Regional Division Committee Signature in colour (#2F8662).

The signature always uses the words IFLA Regional Division Committee followed by the Regional Division Committee name in exactly the same style and typeface as shown in this guideline. Always maintain the correct proportions and use the colours as stipulated in this guideline.

Note: Regional Division Committee names should be spelled out fully – no acronyms.

Long/Short Regional Division Committee Signature Long Regional Division Committee names should be displayed in three lines. The font should be reduced 20% to fit.

Short Regional Division Committee names should be displayed in three lines.

The IFLA Regional Division Committee Logo



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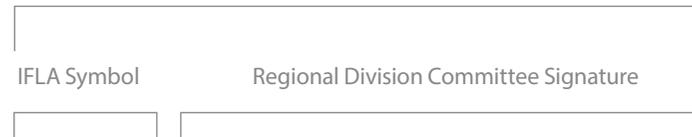
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