



The use of the IALA logo

1 Purpose

The IALA logo forms an essential part of the visibility and brand awareness, institutional image and property of the International Organization for Marine Aids to Navigation (IALA). It is protected under the provisions of Article 6ter of the Paris Convention for the Protection of Industrial Property.

The purpose of this policy is to enable IALA Members and stakeholders to benefit from IALA's reputation, while protecting IALA's integrity and interests as an intergovernmental organization with a view to foster cooperation, transparency and the distribution of information related to Marine Aids to Navigation.

The use of the logo should always be in accordance with the Branding Guidelines of the Organization.

2 The use of the logo for IALA Members

Members may use the logo, accompanied by text or clearly in a context indicating their status as a Member of IALA.

3 The use of the logo for Accredited Training Organizations (ATO)

Accredited Training Organizations (ATO) may indicate their accreditation and approval under the IALA education system, but should not display the isolated logo implying any approval or accreditation by IALA where none exists as follows:

Use of the logo along with "Accredited by [national competent authority] under the IALA education system".

For Accredited Training Organizations (ATO) the isolated logo may only be used when a Memorandum of Understanding (MoU) with IALA has been signed. In that case the logo may be used according to the following provisions:

- Use of the logo on AtoN certificates for successful participation in AtoN Model Courses (International Marine Aids to Navigation certification)
- Use of the logo in teaching materials solely used for AtoN Model Courses leading to International Marine Aids to Navigation certification as included above

Member States or Associate Members accrediting Training Organizations in accordance with Guideline G1014 (VTS training courses) or Guideline G1100 (AtoN training courses) may indicate on the accreditation act their membership of IALA, but should not display the logo isolated implying any approval or accreditation by IALA.

4 The use of the logo at IALA events for hosts

Events of IALA hosted by a Member State, other membership category, sister organizations or external partner such as General Assemblies, Conferences, Symposia, Council meetings, Committee meetings, meetings of subsidiary bodies, workshops, seminars can use the IALA Logo for that specific event. The use of the logo is normally subject to policies and agreements for the event.



5 The use in all other cases

The Logo may not be used without the prior written consent. Any written request to use IALA's logo must be substantiated including:

- detailed information about the reasons for the intended use
- if the use is on paper or electronic or both
- if the IALA logo is used alongside other logos and information about these other logos
- contact details of the person who is making the request

The request may be sent in a timely manner before the intended use to the Secretariat of IALA, 10 Rue des Gaudines, 78100 St Germain en Laye, contact@iala.int.

In case the use of the logo is granted, it must be used in accordance with the Branding Guidelines of the Organization provided with the letter of authorization. This does especially concern the format, proportions, design, colors etc. of the logo which should not be altered, adapted or modified.

Taking into account the status of IALA as an intergovernmental organization of a consultative and technical nature, the authorization of the use of IALA's logo will not be granted in the following cases, inter alias:

- Use in a manner that implies endorsement or approval of a product or service, partnership, accreditation etc. where none exists
- Use in a manner inconsistent with the aim and objectives of IALA
- Use in a manner that might damage IALA's image, reputation, neutrality or the image of the event where the logo is intended to be used for
- Use for political, electoral or lobbying purposes

6 Monitoring and enforcement

IALA reserves the right to monitor the use of its logo and revoke permissions at any time if the use is found to be inconsistent with this policy or any authorization given. In line with Article 6ter of the Paris Convention IALA make take action in cases of unauthorized or misleading use.

7 Updates

The policy may be reviewed regularly and updated if needed. The latest version will be made available on the IALA website.