

IAEI Trademark Style Guide

Please use the following guidelines and accompanying materials in developing and obtaining approval for your use of the IAEI trademarks in the following media:

- Print
- Electronic/Website

If you have questions about this information, please call the Director of Publishing and Marketing at 972-235-1455 x30.

Approval:

- All approvals are for single use unless specifically noted in the written approval.

Proper Logo:

- Beyond the materials provided by IAEI International, no other IAEI trademarks, images, logos or artwork purporting to represent the International Association of Electrical Inspectors may be used.

Alterations:

- Elements of the IAEI trademarks may not be used in *any* form in your materials. For example, the diamond or the keystone may not be used separately from the entire corporate logo. In addition, artwork or illustrations or logos not authorized by the association may not be used.
- IAEI trademarks may not be altered in any way, except for scaling to size. Re-sizing must be uniform.
- IAEI trademarks may not be cut-outs, altered or used as a background.

Placement:

- Art or copy may not run across IAEI trademarks without prior authorization.
- IAEI trademarks may not appear on the same page or plane with any other logo without prior authorization.
- IAEI trademarks may occupy no more than 1/3 of the overall layout.

- IAEI trademarks may not be prominently displayed with or near other electrical associations without prior authorization.
- IAEI trademarks may be no smaller than ½".

Endorsement:

- Except for the use of materials provided by IAEI, you may not use the names “IAEI” or “International Association of Electrical Inspectors” to express or imply any endorsement by IAEI of your company, product, services, or promotional materials.
- The materials you produce must clearly be a sales promotion and may not appear to represent the international office of the IAEI.
- A membership logo can be provided to members in good standing for use on business cards and letterhead, window magnets and personal websites. Use of the membership logo may be revoked at IAEI’s discretion.

PRINT

- IAEI photographs, images, drawings, and logos may not appear in any print formats without the written permission of IAEI Publishing.
- Prior to printing, submit all materials to IAEI Publishing for review and approval. Allow at least 10 business days for this process. Approval may be withheld at IAEI’s discretion.
- IAEI trademarks may not be used without written approval from IAEI Publishing. Not receiving a response shall be deemed non-approval.
- Materials not approved must be re-submitted for final written approval.
- Printing of materials may begin upon receipt of written approval.
- Forward two copies of finished printed material to: IAEI Publishing, 901 Waterfall Way, Suite 602, Richardson, TX 75080-7702
- A subscript Registration Notice, IAEI®, must be printed at the bottom right of each IAEI logo or trademark.

ELECTRONIC / WEBSITE

- IAEI trademarks, logos, photographs, images or drawings may not appear on the *Internet or on a website* by a non-IAEI entity without the written permission of IAEI Publishing.
- IAEI photographs, images, drawings, or logos may not appear in *other electronic formats*, such as PowerPoint presentations, Word documents and so forth, without the written permission of IAEI Publishing.
- IAEI Publishing will assist members in developing promotional website materials to ensure they meet IAEI guidelines. Prior to placing these materials on your website, please submit the proposed materials to IAEI Publishing for review and approval. Allow at least ten (10) business days for review and approval of your materials. Approval may be withheld at IAEI's sole discretion.
- Promotional website materials may not be used unless you obtain prior written approval from IAEI Publishing. In the event that you do not receive a response to your approval request, your requested materials shall be deemed not approved.
- Any submitted materials not approved must be resubmitted for final written approval prior to publication or distribution.
- Materials may be placed on your website immediately upon receipt of written approval from IAEI Publishing.
- Upon approval, forward the URL as well as a printed copy of the usage to: IAEI Publishing, 901 Waterfall Way, Suite 602, Richardson, TX 75080-7702

TRADEMARK & NOMENCLATURE USAGE GUIDELINES

In all collateral material, including websites, certain IAEI trademarks need to be distinguishable from surrounding copy. Please differentiate the trademarks listed below from other copy by using either all capital letters or using initial caps with italics, boldface type, quotes around the mark or a different color. Include a subscript registration symbol for registered trademarks (as indicated herein) for every use.

Examples:

International Association of Electrical Inspectors®

IAEI®
IAEI® News
IAEI® Seminars
IAEI® Training

In a Table of Contents or Index, all trademarks need to be presented with appropriate trademark symbols, if applicable.

Include a subscript registration symbol in headings or headline for all registered trademarks **ONLY** if that registered trademark does not appear in the copy. It is not necessary to use the registration symbol in a heading as long as the symbol appears with the registered trademark in the first reference of copy.