



Using the ISFSI logo on business cards, websites, and stationery is a great way to put your Society membership to work for you. It's an effective marketing tool that quickly spotlights your professional affiliation and enhances your professional image.

### Who Can Use the ISFSI Logo?

- ISFSI members
- ISFSI divisions
- ISFSI chapters
- ISFSI affiliates

### General Guidelines

- The Society logo and any marks associated with the Society are the property of the Society and are protected by state and federal laws.
- The logo must be displayed in a positive manner. It may not be used to depict ISFSI or any of its members, services, products, or affiliates in a negative way.
- Use of the ISFSI logo is a benefit of membership and is restricted to ISFSI members in good standing.
- The logo **must indicate that it is being displayed by a member of ISFSI**. If the word "Member" is not included in the design you receive from ISFSI, then the text "An individual member of the International Society of Fire Service Instructors" or "A corporate affiliate of the International Society of Fire Service Instructors" must accompany its use. Corporate affiliates must be approved by the ISFSI Board of Directors.

### Where Can the Logo Be Used?

- The logo may be used on stationery, business cards, advertising, and member websites to **indicate ISFSI membership**.
- The logo may not be used on merchandise or other promotional products.
- The logo may not be used to state or imply that the Society has endorsed a member or a member's products, services, curriculum, class endorsements or programs.

### Warning!

An individual member logo may not be displayed on a corporate website.

### Logo Design

- The logo may be resized to fit a particular use, but **the original proportions of**

### **the image may not be changed.**

- The logo may not be taken apart or combined with other design elements.
- The logo color must be either its original color, black, or reversed white.
- The logo may **not be altered or otherwise modified**, including change in color or font.

### **Logo Usage in Print**

- The logo must be the version approved for print and must be displayed in accordance with all guidelines.
- The logo must stand alone. It may not be combined with other graphical elements.

### **Logo Usage on the Internet**

- The logo must be the version approved for Internet use and must be displayed in accordance with all guidelines.
- The logo must be placed in a prominent spot on the website. It may not be combined with other graphical elements.
- The logo may be accompanied by a [link to the ISFSI website \(isfsi.org\)](http://isfsi.org) along with the text "Click on the ISFSI logo to visit the Society's website."

### **Termination of Use**

The ISFSI logo is a unique symbol that represents and identifies the Society and its activities. It is essential that the logo be used properly to ensure its continued value to the Society and its members. Therefore, **ISFSI reserves the right to immediately terminate the use of its logo to anyone at any time.**

### **Changes to These Guidelines**

ISFSI reserves the right to change these guidelines solely at its own discretion.

**Thank you for being a member of the International Society of Fire Service Instructors and for promoting ISFSI!**