



BRAND GUIDELINES FOR ACCREDITED TRAINING PROVIDERS

SEAL

The seal is the visual symbol of what the organization and its accredited training providers stand for. That is why it is critical that the seal be both visually striking and consistent.



ACCREDITED TRAINING PROVIDER SEAL

This seal is approved for use under license by schools and other accredited training providers. They should not use the generic IFPA logos. This is to distinguish independent businesses operating under IFPA guidelines from the core organization itself.

Should you require the IFPA logo, please send a written request to the IFPA office, explaining your reasons for use and detailing where and how the logo will be used.

SEAL USAGE

Please follow the below guidelines when using the seal

- Never allow text or any other elements to 'invade' the seal.
- Never redraw or alter the seal.
- Don't change the font.
- Don't squash, tilt or change the dimensions of the seal.
- Don't change any of the colours.
- Don't place the seal on a cluttered background.
- Don't insert the seal within a sentence.



SEAL POSITIONING

It is important that the seal has enough 'free space' around it so that it stands out amongst everything else on the page.

As a rough guide, use the top line of the 'F' as a measuring guide and ensure this is the minimum amount of free space surrounding the seal.



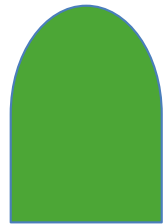
Sometimes our seal will appear in close proximity to another logo.

In these cases, in order to maintain a point of differentiation and avoid any logo looking squashed, it is possible to separate the two with a vertical line, the same height as the IFPA seal

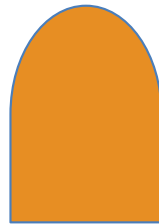


COLOUR PALATE

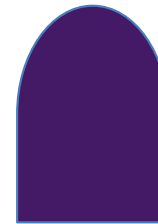
Black is the primary text colour and should be used on all platforms and marketing collateral. A dark grey may also be used.



CMYK: 66 0 100 0
RGB: 76 166 54
HEX CODE: 4CA636



CMYK: 0 40 100 0
RGB: 231 142 35
HEX CODE: E78E23



CMYK: 75 100 0 0
RGB: 68 26 102
HEX CODE: 441A66

These are the colours of the IFPA logo and seal. They are accent colours and should be used sparingly, to emphasize, contrast and draw attention.

FONTS

Welcome to the International Federation of Professional Aromatherapists

The International Federation of Professional Aromatherapists is the largest aromatherapy specific professional practitioner organisation in the UK, involved in supporting aromatherapists and improving standards of education and practice in aromatherapy. We are now growing internationally by encouraging and supporting aromatherapy training in many other countries.

FORMATA

Formata Condensed is used for the logo, for big titles, accents and statements. It is designed to draw attention.

FRUTIGER

Frutiger is used for descriptions and body copy. It may also be used in capitals for subtitles and buttons.

Disclaimer



Please print, sign and return a copy of this page to the IFPA Office.

I understand that use of IFPA Intellectual Property is at the discretion of the IFPA Office and Board of Trustees. I agree to abide by the guidelines mentioned within this document and understand that failure to do so, or to amend any branding as and when required, may result in permission to use this Intellectual Property being withdrawn. I also understand that continued abuse of the IFPA logo and branding may lead to legal action.

I understand that logos and branding may change and agree to update / change IFPA branding as requested by the IFPA office and Board of Trustees. Should this occur, whilst a transition period will be allowed, any and all branding changes to print and online material is at my own cost.

I agree that I am the authorized signatory and able to sign on behalf of my organization.

Name:

Organisation Name and Address (where applicable):

Signature:

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Date:

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