Policy and Procedures
Number: 603
Date: 26 April 2008 Revision: 26
Subject: IAC Logo Usage

1. General

IAC Chapters are entitled to use the IAC Name and IAC Logo in conjunction with printed materials, such as Chapter newsletters, business cards, posters, brochures and other Chapter printed promotional materials for non-commercial use. The IAC Name and Logo are registered and protected for the benefit of the entire membership, and it is absolutely necessary that all IAC Chapters follow these usage rules on printed materials to help protect the IAC Name and Logo.

2. Policy

a. Non-Commercial Printed and Digital/Electronic Informative Materials Only

1) All logos must be shown with the Trademark ™ symbol.
2) Changing a color is a trademark violation. The colors shown and provided are the only colors authorized. The Pantone colors for the IAC logo are Blue PMS 286 and Red PMS 485. Black and white use of the IAC logo is permissible.
3) Moving, subtracting and adding elements or text to the logo (including to the white space around the logo) is a trademark violation. There must be a "White space" left clear around the logo. The space on all sides of the logo must be equal to the height of the "I" in the IAC logo.
4) The elements of the logo cannot be split apart. The elements of the IAC logo, the loop, the emblem, and the text, cannot be used separately.
5) An IAC logo request and release form must be filled out and sent to: IAC, P.O. Box 3065, Oshkosh, WI 54903-3065, or faxed to 920-426-6560; or You may also download the IAC logo from EAA Chapters website at: https://secure.eaa.org/members/form-chapter-logos.html. If possible, an illustration or photo of how the logo is being used should accompany the request form.

b. Merchandise Only (NOTE: The IAC logo may only be used on Official IAC Club Merchandise; Chapters may not use the IAC logo on Chapter apparel or other products. Chapter interested in creating Chapter merchandise may participate in the EAA/Division Chapter Identity Program at: https://secure.eaa.org/chapters/chapters_logos.html

1) Logos used on official IAC merchandise may appear in two different varieties.
   a. The first, and preferred use, singles out the IAC, airplane and loop from the background emblem and text. Changing the color of the logo in this format is allowable and does not constitute a trademark violation. Additional text, which further identifies the logo such as "International Aerobatics" or "International Aerobatics Club", may accompany the logo in this format.

b. The secondary use of the logo for merchandise is the official IAC logo and emblem. When used, the IAC logo usage rules for printed and digital/electronic promotional materials apply.

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IAC LOGO USAGE REQUEST & RELEASE FORM LOGO USAGE:

_____ Printed and/or digital/electronic promotional materials _____ Merchandise _____

Please list and describe how you intend to use the IAC logo, include a date if it is a publication. If possible please provide an illustration or photograph of the item.

DIGITAL LOGO REQUEST Computer Type: ___
Macintosh **Preferred File Format:** ___ eps ___
tiff **Color:** ___ b&w **HARDCOPY REQUEST** ___
b&w ___ color **CONTACT INFORMATION:**

___ IBM Compatible PC ___
jpeg ___ bmp ___ color
Approximate Size:

Name:

Company:
Address:
Phone

Street City State Zip

Fax: E-mail:

Contact: _____

Signature Date

Authorizing IAC Agent:

Signature Date

The IAC logo is a registered trademark of the International Aerobatic Club. By signing this release you are agreeing to use the IAC logo within the rules attached to this release.