



Style Guide for Use of IAFF Logo

The IAFF restricts the use of the IAFF logo as stated in the following policy:

The IAFF logo is the property of the IAFF. It is protected by a registered trademark, and only IAFF affiliates have permission to use the IAFF logo for “official” union purposes (business cards, letterhead and clothing apparel produced for your respective local only) without prior approval from the IAFF Executive Board.

Approval by the IAFF is required for all persons, vendors, businesses, IAFF affiliates, and other entities seeking approval for the use of the logo.

Applicants must complete a logo application, accompanied by samples of the product or products to bear the IAFF logo, along with a letter of support from an IAFF affiliate president. Products approved for a license to display the logo must be union made or, when union products are not available, must be made in the United States or

Canada. Contact the IAFF at (202) 824-8630 for a logo application or visit www.iaff.org/logopolicy.

The right to use the IAFF logo is revocable, and can be terminated in the event of misuse or violation of the IAFF logo policy as determined by the IAFF, or any other breach of the guidelines below.

The IAFF recognizes that many affiliates have their own logo. The intention of this policy is not to require affiliates to replace their own local/state/provincial logo. The guidelines are intended to maintain a consistent and uniform appearance for the IAFF logo.

Users of the IAFF logo are therefore required to comply with these guidelines.

Official IAFF Logos

■ For official IAFF business the logo should be reproduced using the following guidelines.

■ IAFF business cards and letterhead are printed using a red/gold/black foil stamp. Letterhead can also be printed using the PMS and CMYK colors below.

PMS Colors:

- Red: PMS 186
- Gold: PMS 123
- Black: PMS Black

CMYK Equivalent Colors:

- C:11; M: 83; Y: 52; K: 1
- C: 0; M: 37; Y: 88, K: 0
- C: 0; M: 0; Y: 0; K: 100

IAFF Logo Guidelines

Reproduction of the logo in other than the designated colors is permitted for certain applications, such as apparel or other merchandise.

The following alternatives are also acceptable.

■ If an affiliate wishes to personalize the IAFF logo for its use, the “AFL-CIO CLC” copy that appears at the bottom of the logo may be replaced with an affiliate’s local number.

■ The “ORGANIZED FEB 28 1918” copy that appears within the inner ring may also be replaced with “International Association of Fire Fighters” when the logo is used for purposes other than official business (e.g. apparel or other merchandise).

■ When stitching/printing is too small for reproduction, you may leave the inner ring blank. (e.g. pins, or other small merchandise.)



High-resolution graphic files of the official IAFF logo (with and without flags) are available from the IAFF.

Use or reproduction of the IAFF logo is strictly regulated by the IAFF logo policy. For more information, contact the IAFF at (202) 824-8630.