

# IAFF LOGO POLICY

## **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. **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](http://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.



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.

- 1** 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.
- 2** 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).
- 3** When stitching/printing is too small for reproduction, you may leave the inner ring blank. (e.g., pins or other small merchandise.)

# IAFF LOGO

## Primary IAFF logo

This should be the primary logo used in most forms of communication.

Make sure that text or other design elements do not encroach on the logo. Clear space should be maintained around the logo, as shown to the right.

The minimum size of the logo should measure no less than 0.5" in height.

$x$  is equal to half the height of the letter "I" in the logo.



The IAFF logo is an important graphic element and must be used consistently and appropriately — variations can undermine and compromise the branding.

Always use master artwork (original high resolution or vector graphic files) when reproducing any logo design. It should never be recreated under any circumstances.

High-resolution graphic files of the official IAFF logos are available to download at [www.iaff.org/logos](http://www.iaff.org/logos). Contact the IAFF Communications Department at (202) 824-1506 for more information.



Flat gold and black logo



Flat red and black logo



Flat black and white logo



U.S. and Canada logo

In black and white applications, use the flat black and white logo. In one color applications, such as decals, use the flat gold and black logo or flat red and black logo.

# LOGO DESIGN GUIDELINES

- 1 Avoid changing the orientation of the logo
- 2 Do not attempt to recreate the logo
- 3 Keep the colors of the logo consistent with brand
- 4 Do not scale or stretch the logo unproportionately
- 5 Avoid altering words or forms within the logo
- 6 Do not add a stroke or effects to the logo
- 7 Do not add elements on top of the logo
- 8 Refrain from using any old or unapproved versions of the logo
- 9 Avoid placing the logo on a busy background/photo



# IAFF LOGOS

The following logos are all official IAFF logos used by the IAFF in addition to the five primary logos shown in Section 2.0.



IAFF



IAFF U.S. and Canada



IAFF Alumni



IAFF Breast Cancer Awareness



IAFF Canada



Disaster Relief



IAFF Foundation



Education and Training — PEP



Financial Corporation



Fire Ground Survival



FIRE OPS



Hazmat



Human Relations Committee



Line-of-Duty Death



Line-of-Duty Death —  
U.S. & Canada



Motorcycle Group



Peer Fitness Trainer  
Program



Peer Support Training  
Program



Wellness-Fitness Initiative

# LOCAL LOGOS

Here are a few examples of customized IAFF logos for locals. Avoid including complicated shapes and imagery in logos that will make them hard to be printed at small sizes. Make sure any text in the logos is still legible when scaled down to the minimum size. The flat red and black or flat gold and black IAFF logos may be used as well as the primary IAFF logo. The preferred fonts are Helvetica Bold Condensed and Superclarendon.

