



INTERNATIONAL  
INSTITUTE OF  
PROJECT COACHING®

## Style Guide

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|-----------------------------------|--|
| <b>Version</b>                    | 1.0  |
| <b>Short description</b>          | A policy on the development, maintenance and use of the IIPC trademark logo and certification marks  |
| <b>Relevant to</b>                | All employees, members, certified coaches, training partners and other authorized users of the IIPC trademark logo and certification marks |
| <b>Approved by</b>                | President, IIPC  |
| <b>Responsible officer</b>        | Director Membership, IIPC  |
| <b>Date introduced</b>            | 1 January 2012   |
| <b>Date(s) modified</b>           |  |
| <b>Next scheduled review date</b> | 1 January 2013   |
| <b>Related documents</b>          | Code of Ethics<br>Regulations for Use of Certified Marks   |

## 1. PURPOSE

- 1.1 This policy sets out International Institute of Project Coaching (IIPC) management principles on the development, maintenance and use of its trademark logo and certification marks.
- 1.2 The objectives of the IIPC's trademark logo and certification marks are to:
  - (a) Establish a brand that can be identified as IIPC
  - (b) Assist members, certified coaches and partners to identify with the IIPC
  - (c) Establish a brand that can be associated with the IIPC certification marks

## 2. SCOPE

- 2.1. This policy applies to all staff of the IIPC, members, certified coaches and other authorized users of the IIPC logo, and includes use of the trademark logo and certification marks for:
  - (a) The IIPC website
  - (b) Correspondence from the IIPC
  - (c) IIPC event and award materials
  - (d) Published material by members, certified coaches, partners or other organisations who are affiliated with the IIPC and have permission to reproduce the IIPC logo

## 3. REFERENCES

This policy should be read in conjunction with the IIPC's Code of Ethics.

## 4. DEFINITIONS

|                            |   |
|----------------------------|---|
| <b>Published materials</b> | Text, print, images, video or sound   |
| <b>IIPC Website</b>        | <a href="http://www.iiprojectcoaching.com">www.iiprojectcoaching.com</a>  |
| <b>Member</b>              | A person who is a financial member of the IIPC  |
| <b>Certified Coach</b>     | A person who has been certified as an APC, PPC or MPC   |
| <b>Training Partner</b>    | A person or organization recognized by the IIPC as offering training services relevant to the objectives and ethics of the IIPC |

## 5. THE IIPC TRADEMARK LOGO AND CERTIFICATION MARKS

### IIPC:

Dark Gray (text "International Institute of") = #231F20

Purple (text "Project Coaching") = #6E2A7F

Light Purple (PC emblem) = #6D2980

Dark Purple (PC emblem) = #480F56

White (background) = #FFFFFF



### APC:

Purple (seal) = #5E1271

Gray (text) = #333333

White (background) = #FFFFFF



### PPC:

Warm Gray (crest) = #6B6961

Gray (text) = #333333

White (background) = #FFFFFF



**MPC:**

Gold (crest) = #CC9900

Gray (text) = #333333

White (background) = #FFFFFF



## **6. GUIDING PRINCIPLES FOR THE USE OF THE IIPC TRADEMARK LOGO AND CERTIFICATION MARKS**

- 6.1 The IIPC logo and certification marks are IIPC trademarks that support a range of IIPC activities, including, but not limited to:
- (a) Marketing of IIPC events
  - (b) Marketing of IIPC Excellence Awards
  - (c) Marketing of IIPC certification levels (certification marks)
  - (d) Identification of IIPC documents
- 6.2 The IIPC seeks to maximise the benefits that the trademark logo and certification marks can provide by developing and managing its logo to ensure that:
- (a) It is of high quality and projects a positive image of the IIPC;
  - (b) Australian and international law and the rules, regulations and policies of the IIPC are not contravened;
- 6.3 IIPC staff, members, certified coaches, training partners and other authorized users of the trademark logo and certification marks are expected to use the trademark logo and certification marks in a manner which reflects positively on the IIPC.
- 6.4 The IIPC aims to encourage the use of its trademark logo and certification marks, while at the same time recognizing that certain visual materials, language and topics may cause genuine offence to members of the IIPC community and public. The trademark logo and certification marks or supporting infrastructure must not be used in conjunction with any materials which are offensive or illegal.
- 6.5 In publishing the trademark logo and certification marks care in the management of information must to be exercised. This means:
- (a) The colors of the trademark logo and certification marks must be maintained
  - (b) No additional colors may be added to the trademark logo and certification marks
  - (c) The layout of the trademark logo and certification marks must be maintained
  - (d) No background shading or coloring is permitted
  - (e) No border may be added

The trademark logo and certification marks may be re-sized to fit on to larger and smaller publications. However they must not be:

- (f) Stretched
- (g) Re-shaped
- (h) Used out of proportion

The trademark logo and certification marks may appear in a publication with other trademark and non-trademarks. However:

- (i) Additional logos must be separated by an appropriate amount of space
- (j) No additional logos may be added to the trademark logo or certification marks

## **7. RESPONSIBILITIES**

- 7.1 The Director of Membership, IIPC shall be responsible for:
- (a) Coordinating the development and implementation of the IIPC Style Guide;
  - (b) Monitoring compliance with the IIPC Style Guide;
  - (c) Overseeing maintenance of the IIPC Website;
  - (d) Overseeing the development of IIPC guidelines and templates;
  - (e) Overseeing the development of all other IIPC publications.
- 7.2 The Director of Membership will appoint a web curator who will be responsible for:
- (a) Coordinating the evolution of the architecture and content of the IIPC website;
  - (b) Ensuring that the IIPC Style Guide is adhered to;
  - (c) Ensuring the production quality of the IIPC website;

## **8. COPYRIGHT/TRADEMARK**

- 8.1 The IIPC logo is a registered trademark;
- 8.2 The APC, PPC and MPC are certified marks.

## **9. COMMERCIAL ACTIVITIES**

- 9.1 The IIPC trademark logo and certification marks must not be used for non IIPC or commercial purposes or for private financial gain.

## **10. USE OF LOGO ON WEBSITES**

- 10.1 Approval must be obtained prior to the IIPC trademark logo and certification marks being placed on any web site. Approval for the placement of the IIPC logo on other web sites should be sought from the President. Approval may be granted for:
- IIPC certified training partner
  - Joint IIPC ventures, programs or other initiatives
  - IIPC Award winners
  - IIPC Corporate members
  - Sponsorship arrangements

All approved logos must be used in accordance with the guidelines of the organisation to which they belong.

## **11. COMPLIANCE**

- 11.1 Users of the IIPC trademark logo and certification marks are required to do so in a manner that complies with relevant legislation and IIPC policies.
- 11.2 International, Federal and State law, shall take precedence over any requirements contained within this policy.
- 11.3 Any use of the IIPC trademark logo and certification marks which infringes this policy, shall result in suspension of membership, practitioner status and immediate termination of authority to use the logo until the issue is resolved.
- 11.4 Breaches of this policy will constitute a breach of IIPC regulations, whether or not an offence under law is committed.
- 11.5 Where a person finds the IIPC trademark logo and certification marks being used with offensive material, they should submit their complaints in writing to the President, IIPC.

## **12. DISCLAIMER**

- 11.1 The IIPC reserves the right to make changes to its logo and/or certification marks at any time.

## APPENDICES

### Table of Amendments

| <b>Version number</b> | <b>Date</b> | <b>Short description of amendment</b> |
|-----------------------|-------------|---------------------------------------|
| 0.1                   | 30/11/11    | First draft                           |
| 1.0                   | 01/01/12    | Approval granted                      |
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