

Guidelines for the Use of IBC Logo by Corporate Members

The IBC encourages its corporate members to demonstrate their shared commitment to promoting trade in Western Australia through acknowledgment of their membership of the IBC.

To ensure that the IBC is not seen to be endorsing any particular product or company in preference to others, permission to use the IBC logo or make reference to the IBC in promotional material (printed and electronic) is provided under the following conditions and guidelines.

- Any use of the IBC title or IBC logo will be discreet and less prominent than the company or product name, logo or banner.
- The use of the IBC logo or any reference to the IBC must clearly imply that the company or organisation is representing itself simply as a member of the IBC. The words "Corporate Member of" must be used in conjunction with the use of the IBC logo or title.
- Preferably all references to the IBC (logo or name) will be at the bottom or lower margin of the page or promotion, or at least presented in such a manner as to not appear as the promoting organisation or sponsor of the product.
- If a logo is to be used, this must be obtained from the IBC Office and used without modification of the colours or font styles.

In providing this approval to use the IBC logo or acknowledgment of IBC membership, the IBC in so doing, assumes no responsibility or liability for the opinions or statements of facts expressed by the company using the IBC logo or name in its advertising, promotion, letterheads or other printed or electronic communications and material.

Permission to use the IBC logo or title is provided as a service to members who share the IBC objective of promoting trade benefiting Western Australia.

Other uses of the IBC logo will be reviewed on a case by case basis, please contact:

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