UK-AFI | UNITED KINGDOM ASSOCIATION OF FIRE INVESTIGATORS

United Kingdom Association of Fire Investigators

Logo Guidelines

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Policy outline

UK-AFI welcomes current members and member organisations using the appropriate UK-AFI member logo to demonstrate their membership and to promote the Association. The logo may be displayed on websites, email signatures, presentations and other membership-related materials, provided that it is used accurately, professionally and in accordance with these guidelines.

Guidance

Approved logo files are provided below this guidance. The use of logo guidance is that:
Using the Logo

- Only current UK-AFI members and member organisations in good standing may use our logo.
- Use only the official logo files provided below this guidance. Do not redraw, crop, stretch, rotate, recolour, distort, separate or add effects to the logo.
- Display the logo at a clear and legible size, with sufficient space around it and adequate contrast against the background.
- Present the logo as a separate visual element. It must not appear within body copy, a sentence or a paragraph.
- Use the logo only to communicate your current membership of UK-AFI or to promote the Association in a manner consistent with these guidelines.
- Do not incorporate the logo into a company name, trading name, product name, service name, domain name or another logo or brand identity.
- Do not use the logo in a way that implies a partnerdship, agency relationship, accreditation, formal affiliation, sponsorship or endorsement by UK-AFI beyond the fact of membership.
- For member organisations, use of the logo must not imply that every employee, product or service has been individually approved, accredited or endorsed by UK-AFI.
- Do not display the logo with editorial, promotional or other content where its placement could reasonably suggest that UK-AFI has written, authorised, approved or endorsed that content, or that the content represents UK-AFI's views, opinions or policies.
- Make the membership context clear by placing suitable wording near the logo, such as "Member of UK-AFI"

Members and member organisations are welcome to link the logo or accompanying text to the UK-AFI website at www.uk-afi.org when promoting the Association or their membership.

Permission to use the logo is limited, non-exclusive and non-transferable. Use must stop promptly if membership expires, is suspended, withdrawn or otherwise ends.
Events approved under the UK-AFI Approved CPD Activity scheme are issued with a uniquely referenced version of the UK-AFI logo. Use of that logo is governed by separate guidelines supplied as part of the scheme and is not covered by these member logo guidelines.

Compliance

UK-AFI reserves the right to require any member, company or organisation to amend or cease use of the logo where these guidelines are not followed, where the use may cause confusion, or where it could harm the reputation or interests of the Association.

Approved Logos

Please download and use the appropriate UK-AFI logos provided below. These are the only versions authorised for use under these guidelines.This spending policy outlines how UK-AFI reimburse people and organisations for association related spending. It explains the spending and reimbursement process, which expenses will or will not be reimbursed and guidelines for expense and agreed spending limits.

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