

## **IASC Policy on the use of the IASC Logo**

The IASC logo is exclusively reserved for products endorsed by the IASC Principals or Working Group. Where products carry the IASC logo, this indicates that there is a wide agreement and support for the product across the organisations of the IASC. Without exception, therefore the IASC logo shall only be used on publications or other materials if the IASC Product or a related group of products has been developed through a consultation process amongst IASC organisations, with the product having been endorsed by the IASC Working Group or the IASC Principals.

The official IASC logo/graphic can be requested from the IASC Secretariat. The colour and text of the logo should not be altered. On paper/printed products, the logo needs to be placed prominently on the cover page. In electronic versions, the logo needs to appear on the first page.

### **Scenario 1: Product developed by IASC Subsidiary Bodies**

Products developed by IASC Subsidiary Bodies need to be endorsed by the IASC Working Group and Principals in order to carry the IASC logo. If products are not put forward for endorsement by the IASC Working Group or Principals, the relevant Subsidiary Body may release the product carrying the name of the IASC Subsidiary Body in plain text without the IASC logo.

### **Scenario 2: Product endorsed by IASC with disclaimer(s)**

Where one or more IASC organisations are not involved in the development of an IASC product, they may accept endorsement of the product by the IASC Working Group or Principals without qualification. Alternatively, such organisations may ask the product originators to indicate in the product that they were not involved in the product development. The exact wording of any disclaimer should be agreed with the respective organisations.

### **Scenario 3: Product not endorsed by the IASC**

In general, where there is broad consensus amongst IASC partners in favour of product endorsement, individual organisations should not block its release. However, where any IASC organisation has serious reservations about a product, it should not be presented for endorsement until any disagreements have been resolved. There is no fixed rule for dealing with such cases, each of which needs to be decided on its merits, with guidance from the Chair of the Working Group. If not endorsed due to the objections of one or more organisation but still released, the product should carry the logos of those organisations which developed the product.

**Scenario 4: Product developed by interested organisations**

Where a small group of IASC organisations develops a joint product on their own initiative, it should be published with their own logos rather than seeking IASC Working Group or Principals endorsement. If these organisations decide to nevertheless seek IASC endorsement because they believe the product is of value to the wider humanitarian community, the product should be subject to a consultation process among all IASC organisations before being discussed in the IASC Working Group or IASC Principals. Such cases would be exceptional. The Chair of the IASC Working Group would need to agree that the product is likely to gain broad support before a consultation amongst all IASC organisations begins.

*Endorsed by the IASC Working Group, November 2011  
Prepared by the IASC Secretariat, November 2011*