

Policy on Use of IOR Logo



1. General Guidelines for Members using the logo

Members who wish to show their affiliation and support publicly for the IOR can do this by:

- Using the allowed designatory initials after their name where this is printed or published eg business cards, emails etc (MInstR, FInstR, AMInstR, TMinstr)
- Wearing the IOR logo badge which is given free of charge to all members on joining (if you have lost this a replacement is available from ior@ior.org.uk)
- Using the IOR member sticker which is given out annually free of charge.
- Adding a special “we support the IOR” logo to their website. You may not add wording such as “members of” or “our employees are members of”. IOR membership is personal to the individual member and must not be used to imply endorsement or support for commercial companies, products or services.

we support



Note: The plain IOR logo is used exclusively on IOR and IOR-supported activities to:

- Identify that an activity or publication is published or organised by the IOR
- Endorse IOR support for a nonprofit making industry body or event.

As a registered charity the IOR can only promote activities that provide a public, not commercial, benefit.

If you are in any doubt please contact ior@ior.org.uk for clarification.

2. Promoting the IOR and IOR Membership on your website

If your company provides links to useful websites and sources of further information why not ask your web designer to add a link to the IOR website at www.ior.org.uk?

3. Promoting the IOR and IOR Membership as part of your email signature



If you would like to show your support for the IOR - as your professional Institute - why not add your initials after your email signature (Eg John Smith MInstR) or in your Linked-in Account? You can also add an electronic version of the IOR membership sticker sent to members each year. A jpg version of the sticker is available for this use from ior@ior.org.uk.

Please note the sticker may not be used on a website or other material which might imply endorsement of your company or its products and services. IOR membership is only for individuals.

Last issued 2017, updated for approval by IOR Board November 2020