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IASF Brand & Membership Usage Policy	30/10/2025	30/10/2026	1

IASF Brand & Membership Usage Policy

1. Purpose

This policy protects the integrity and reputation of the International Academy of Saddle Fitters (IASF) by setting clear standards for how its name, logo, and membership credentials are used. It ensures all members represent the organisation consistently and ethically, reinforcing public trust in IASF accreditation.

2. Scope

This policy applies to all IASF members, partners, and accredited professionals. It governs all marketing, promotional, digital, and printed materials displaying the IASF brand, as well as the use of IASF titles, post-nominals, and digital assets on websites, social media, and public profiles.

3. Policy Statement

IASF's brand and membership marks represent professional excellence and welfare-led standards in saddle fitting. They may only be used by current members in good standing and in accordance with the guidelines set out in this policy.

4. Brand Usage Principles

- Use the IASF name, logo, and credentials accurately and respectfully.
- Never alter or adapt the logo, wording, or colours without written consent.
- Ensure the IASF logo is used only to represent individual accreditation or authorised business membership.
- Remove all IASF references immediately upon suspension, resignation, or membership expiry.
- Avoid using the brand in any context that could imply endorsement of unrelated commercial activity.

5. Membership Titles & Post-Nominals

Members may use the following post-nominals only while their membership is active and in good standing:



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- Student Member – IASF(S)
- Associate Member – IASF(A)
- Certified Member – IASF(C)
- Fellow Member – IASF(F)

Use of “Accredited by the International Academy of Saddle Fitters” is permitted only for certified or fellow members.

6. Approved Branding Materials

IASF will provide official branding assets including:

- Digital logo files and brand guidelines (colour, scale, and spacing)
- Templates for business cards, website badges, and social media banners
- Member verification links (via the IASF website) to confirm accreditation

Members must not create or distribute modified or unofficial versions of these materials.

7. Digital & Online Representation

When referencing IASF online:

- Only official IASF imagery or materials may be used.
- Members must not post misleading claims about their level, status, or IASF endorsement.
- The IASF logo must link to the official website (www.iasf-members.com).
- Social media use should reflect professionalism and align with IASF’s values.

8. Misuse & Disciplinary Action

Unauthorised or misleading use of the IASF brand may result in:

- Written warning or request for immediate removal of materials
- Suspension or termination of membership
- Legal action in cases of persistent or fraudulent misuse

9. Partnership & Endorsement Guidelines

Use of the IASF logo in partnership, sponsorship, or media contexts requires prior written approval from the IASF Communications Council. All collaborations must align with IASF values of welfare, education, and professionalism.

10. Policy Review

This policy will be reviewed annually by the Communications & Brand Committee to ensure consistency and protect the IASF’s global reputation.