

THE UNION OF INTERNATIONAL MOUNTAIN LEADER ASSOCIATIONS

UIMLA



Logo Policy

www.uimla.org

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**THE UNION OF INTERNATIONAL MOUNTAIN LEADER ASSOCIATIONS
LOGO POLICY**

« UIMLA communication pack »

The purpose of this document is to describe the policy on the use by the UIMLA member associations (UIMLA Members) and their IML members of:

- **UIMLA** LOGO
- « **UNION OF INTERNATIONAL MOUNTAIN LEADER ASSOCIATIONS** »
- **UIMLA**
- **UIMLA** CARNET AND **UIMLA** ANNUAL STICKER
- **UIMLA** MEDAL
- « **UIMLA INTERNATIONAL MOUNTAIN LEADER** »
and its approved translations by UIMLA which must be followed by the acronym UIMLA
- « **UIMLA IML** »

These 7 items are referred to in this document as the

“UIMLA COMMUNICATION PACK”

I. INTRODUCTION

1. The UIMLA logo is owned by UIMLA.
2. The copyright of the UIMLA logo is documented in the UIMLA Statutes.
3. The logo may not be modified in any way.
4. UIMLA provides to its Full Members:
 - the right to use the title of "UIMLA International Mountain Leader",
 - the UIMLA medal,
 - the UIMLA carnet (on request) and UIMLA annual sticker. Full Members are allowed to produce their UIMLA carnet in line with the carnet and logo details in the member-area on the UIMLA website,
 - the right to use its logo, the denomination « Union of International Mountain Leader Associations », and the acronym UIMLA.
5. UIMLA provides to its Aspirant Members:
 - the right to use its logo, the denomination « Union of International Mountain Leader Associations », and the acronym UIMLA.
6. Other equipment with the UIMLA logo
 - other items with the UIMLA logo may be produced by or on behalf of UIMLA Full Members, and should respect
 - o the conditions for the use of the UIMLA logo as set out in this policy and
 - o the specifications of the logo in the member-area on the UIMLA website.

II. PRINCIPLES

1. Only UIMLA, UIMLA Members (as defined in art.12 of the statutes) and their IML members may use the "UIMLA communication pack" as specified in the Conditions of Use defined below.
2. In addition to the first principle, after approval from the UIMLA Executive Board, training centres providing UIMLA training and/or assessment but not being part of a Full Member association, may use the UIMLA Training Centre logo on their website and documents related to the UIMLA IML training/assessment.
3. The use of the "UIMLA communication pack" is granted, under the control of UIMLA, to UIMLA Members which have the responsibility to ensure that this policy is respected. This includes ensuring that their IML members use it in line with this policy.
4. Any non compliance observed by UIMLA, will be transmitted to the UIMLA Member for action.
5. Any queries on the implementation of this policy should be sent to the UIMLA Executive Board.

III. CONDITIONS OF USE

GENERAL RULES

1. No one is entitled to use any part of the “UIMLA communication pack” for commercial activities not covered by the “UIMLA Standard”.
2. UIMLA Full Members may use all of the “UIMLA communication pack”.
3. UIMLA Aspirant Members may use the UIMLA logo, the denomination « Union of International Mountain Leader Associations » and the UIMLA acronym only for their internal correspondence and their website. The UIMLA Aspirant Member must clearly indicate its status in all cases. Any other use, for themselves or for their own members, is strictly forbidden.
4. A 'licenced IML' is an IML member of the UIMLA Full Member, holding an UIMLA carnet with a valid UIMLA annual sticker, and is referred to as an "UIMLA IML". The conditions for renewal of the annual sticker are documented in the UIMLA Membership Policy.
A licenced IML may:
 - Wear the UIMLA medal.
 - Use the UIMLA logo.
 - Use the denomination « Union of International Mountain Leader Associations », and the acronym UIMLA.
 - Use the acronym UIMLA IML, the title of UIMLA International Mountain Leader, or its approved national name (Annex 1) which must be preceded or followed by the UIMLA acronym.
5. Where any part of the “UIMLA communication pack” is used for promotion or marketing purposes, such promotion must be clear, honest and contain no falsehoods or misrepresentations. No ambiguous references to any part of the “UIMLA communication pack” should be made if the offering does not include an UIMLA IML; in the event that some activities may be led by non-UIMLA-IMLs, this must be made clear.
6. A non-licenced IML may not use any element of the “UIMLA communication pack”. They may call themselves IML or International Mountain Leader, but they may not refer to UIMLA or use the UIMLA logo in any form. The UIMLA medal can be worn though when a non-licenced IML represents UIMLA or a Full member organisation in a meeting, congress, and the like.

UIMLA CARNET

1. The UIMLA carnet may only be issued to an UIMLA IML with a valid diploma and valid CPD record.
2. The UIMLA carnet is only valid with a current UIMLA annual sticker. The owner of a UIMLA carnet without a valid UIMLA annual sticker (i.e. a non-licenced IML) may not conduct any commercial activities as an UIMLA IML.
3. In the country without snow covered terrain/snowshoes qualification, the mention « No snow » must be stamped indelibly on the UIMLA carnet.

UIMLA MEDAL

The UIMLA medal can only be worn when undertaking activities allowed by the UIMLA Standard and if in line with this policy.

UIMLA logo

1. Any items representing the UIMLA logo (badge, stickers ...) have the same conditions of use as the UIMLA medal.
2. The UIMLA logo cannot be used as a commercial logo and must be clearly distinct.
3. The UIMLA logo may be used on letterheads, in such a way that correspondence is not mistaken for official UIMLA or Members correspondence.
4. Specifications of the logo can be found in the member-area on the UIMLA website.

ANNEX 1

APPROVED NATIONAL NAMES WHICH MAY BE USED INSTEAD OF

« INTERNATIONAL MOUNTAIN LEADER »

AD - ANDORRA: Guies Acompanyants de Muntanya

AR - ARGENTINA: Guia de Montaña

AT - AUSTRIA: Bergwanderführer

BE - BELGIUM: Accompagnateur en Montagne

BG - BULGARIA: Планински водач

CH - SWITZERLAND:

- Accompagnateur de Randonnée / Accompagnateurs en Montagne
- Wanderleiter
- Guid da Viandar
- Accompagnatore di Escursionismo

CZ - CZECH REPUBLIC: Mezinárodní horský průvodce

DE - GERMANY: Bergwanderführer

ES - SPAIN: Guías de Media Montaña

FR - FRANCE: Accompagnateur en Montagne

HR - CROATIA: Internacionalni Planinski Vodič

IT - ITALY: Accompagnatori di Media Montagna

JP - JAPAN: 国際マウンテンリーダー(IML)ハイキング・トレッキングガイド

MK - REPUBLIC OF NORTH MACEDONIA:

NL - NETHERLANDS: International Mountain Leader

PE - PERU: Guías de Caminata

PL - POLAND: Międzynarodowy Przewodnik Górski

RO - ROMANIA:

- Lider montan international
- Ghid de drumetie montana

SE - SWEDEN: International Mountain Leader

SI - SLOVENIA: Mednarodni planinski vodnik

SK - SLOVAKIA: Medzinárodný horský sprievodca

UK - UNITED KINGDOM: International Mountain Leader

These names must be preceded or followed by the UIMLA acronym