

IAA BRAND POLICY

Council approves this policy and the Executive Committee, with the assistance of the Branding & Communications Subcommittee and the Director of Communications, is responsible for the implementation of this policy.

PURPOSE

The purpose of this policy is to ensure that the IAA builds and promotes a consistent IAA Brand and promotes a consistent brand message for the actuarial profession in accordance with its strategic plan.

SCOPE & APPLICATION

1. The IAA brand and the brand of the actuarial profession are valuable assets and all IAA volunteers and staff members are encouraged to protect, enhance and promote the brands at all times.
2. This policy applies to all branding actions by any part of the IAA, including Council, committees, sections, task forces, working groups, volunteers and the secretariat.
3. The approved IAA Brand is detailed in the IAA Brand Specification.
4. The brand messaging for the actuarial profession for use by the IAA is described in the Actuarial Profession Brand Statement.
5. Branding for the IAA encompasses the use of its logos, trademarks, brand statements, names, websites, social media and any other representations of the brand and their use is only allowed within the parameters of this policy.

AUTHORITY & PROCEDURES

1. Council approves changes to this policy.
2. Changes to the IAA Brand Specification, including the creation of any trademarks or other sub-brands, and changes to the Actuarial Profession Brand Statement are approved by the Executive Committee and ratified by Council.
3. The Director of Communications approves, in consultation with the Branding & Communications Subcommittee, any marketing material, website content, publications and merchandise consistent with this Brand Policy and the Publications Policy.
4. Any part of the IAA organization (i.e. committees, sections, working groups or task forces), or volunteer or member of the secretariat are required to apply IAA Brand Policy Standards when undertaking any work on behalf of the IAA within the scope of their IAA roles.
5. The Director of Communications approves in writing any use of the IAA logo or brand identity, including co-branding with other brands, other than as set out specifically in the IAA Brand Specification.