



## Policy of the use of Institute of Civil Funerals copyright material

The Institute of Civil Funerals has established resources in the form of a website and promotional materials to promote the work of members. Whilst obviously wishing to assist members in every way, in order to safeguard the long-term integrity, branding, national reputation and recognition of the Institute, the Council of Management has agreed the following policy and guidelines as being fair and appropriate for members.

	<b>Associate Member</b>	<b>Full Member</b>
<b>IoCF Logo</b>	Cannot be used on own resources.	Can be used on own resources, a copy of which must be approved by the Council prior to usage. A clean version in correct colours can be supplied digitally on request.
<b>Statement of membership of IoCF on own resources</b>	Must state status as Associate Member of the IoCF.	State that full membership of the IoCF has been achieved.
<b>IoCF produced leaflets and business cards</b>	Can include personal details, email and web addresses if suitable.	Can include all personal details, email and web addresses if suitable.
<b>Own leaflets and Business Cards wording content</b>	Cannot include IoCF logo.	Can include IoCF logo with Board approval.
<b>Using the definition of A Civil Funeral as provided by the IoCF on own leaflets and websites</b>	The IoCF definition of a Civil Funeral must be used in "speech marks" and credited to IoCF as being the Institute's definition.	The IoCF definition of a Civil Funeral must be used in "speech marks" and credited to IoCF as being the Institute's definition.
<b>IoCF member listing advertisement in trade journals</b>	No listing.	Member's name, area of operation and telephone number/s inserted.
<b>IoCF website member listing</b>	No listing.	Member's full details inserted with name, area of operation, telephone numbers, email and web address if appropriate – must complete appropriate form.
<b>Using IoCF website content and design on own websites</b>	Members may state that they are Associate members of the IoCF and are seeking full membership. Use of website text and design is not permitted unless in "speech marks", credited to the IoCF website and approved by the Board.	Use of website text and design is not permitted unless in "speech marks", credited to the IoCF website and approved by the Board.
<b>Using IoCF Leaflet content and design in own leaflets</b>	IoCF wording and design is not permitted in own leaflets.	IoCF leaflet wording and design is not permitted to be used. If members create their own leaflets, It is more appropriate to use own wording and personal client testimonials.
<b>On leaving the Institute</b>	No further use of the logo, definition, or any other references are permitted.	No further use of the logo, definition or any other references are permitted.