

## Logo Usage Policy



### Who can use the logo?

- All clubs are entitled to use the Mountaineering Ireland logo on their website and publications.
- All approved Course Providers are entitled to use the Mountaineering Ireland logo on their website and publications.

### Who else can request to use the logo?

- Anyone can make a request\* to use the Mountaineering Ireland logo.
- No one, other than those listed above, can use the logo without prior approval.
- To request use of the logo please email details to [info@mountaineering.ie](mailto:info@mountaineering.ie).

\*Requests to use the Mountaineering Ireland logo will be reviewed on a case-by-case basis. The content of the material must be consistent with Mountaineering Ireland's vision and objectives.

### When using the logo, Clubs and Course Providers

#### MUST

- Keep enough space around the Mountaineering Ireland logo so it appears clean and uncluttered.
- Associate [www.mountaineering.ie](http://www.mountaineering.ie) wherever the Mountaineering Ireland logo is used, either in text or by hyper-linking the logo.

#### MUST NOT

- Combine any part of the Mountaineering Ireland logo with your name, marks or generic terms.
- Present the Mountaineering Ireland logo in a way that makes it the most distinctive or prominent feature of what you're creating.
- Feature the Mountaineering Ireland logo on materials associated with offensive content or illegal activities.
- Modify the Mountaineering Ireland logo in any way, such as by changing the design or colour.

**Mountaineering Ireland has the right to withdraw anyone's approval at any time.**