

In order to make it easier for the choral world and potential participants of choral events across the World, the Board of IFCM has decided to clarify the rules for the use of the IFCM logo.

IFCM has developed a set of specific logos that have to be used in the following context.

#### **IFCM**

- The logo of IFCM without any added text can **only be used by IFCM** and for official IFCM events such as the World Symposium for Choral Music (WSCM) or the World Choral Expo

#### **Members of IFCM**

- Members of IFCM must use the logo “Members of IFCM” with the Website of IFCM added below
- In the case of member choirs/ensembles and organisations, this logo must be visible on the Websites and all important printed material of the members
- On Websites / in newsletters the logo has to be used with a hyperlink to the IFCM Website

#### **Regional Offices of IFCM**

- Regional Offices must use the logo “Regional Office of IFCM” with the Website of IFCM added below
- This logo must be visible on the Websites and all important printed material of the members
- On Websites / in newsletters the logo has to be used with a hyperlink to the IFCM Website

#### **Associates (members of Founding members of IFCM)**

- Associates are not allowed to use the logo of IFMC on their communication material. The only possibility to mention IFCM as an associate is to write “member of xxxx (*name of the founding member*), Founding member of IFCM”

Others are not allowed to use the IFCM logo unless they are organisers of an event of the following categories:

#### **- Main activities of IFCM**

These activities have been developed by IFCM and are usually repeated in a regular rhythm, often in different countries and cities (World Symposium for Choral Music – WSCM, World Choral Expo, IFCM Choral Composition Competition, IFCM General Assembly and other future events developed by IFCM). For these activities the logo can be used without added text. On Websites / in newsletters the logo has to be used with a hyperlink to the IFCM Website, in printed communication the IFCM Website should be added.

In longer texts it should say “xxx is an activity of IFCM”.

#### **- Activities organised in cooperation with IFCM**

These are usually activities in which IFCM has a certain Artistic role and for which a cooperation agreement is signed between the organisers and IFCM, also fixing a sum to be paid to IFCM and other conditions of cooperation including the contents contribution expected from IFCM. On all communication of these activities the organisers have to use the logo “In cooperation with IFCM”. On Websites / in newsletters the logo has to be used with a hyperlink to the IFCM Website, in printed communication the IFCM Website should be added. In longer texts it should say “xxx is an activity organised in cooperation with IFCM”

#### **- Activities supported by IFCM**

As part of its strategy to strengthen the choral sector across the world and help structures and activities to be developed especially in specific regions, IFCM may decide to support a specific choral activity. In this case it is possible that no fee has to be paid to IFCM and the organisers have to use the logo “supported by IFCM”. A cooperation agreement should be signed concerning the exact nature of the IFCM support and any services IFCM expects in return, e.g. free dissemination of IFCM communication material, invitation of an IFCM representative etc.

On Websites / in newsletters the logo has to be used with a hyperlink to the IFCM Website, in printed communication the IFCM Website should be added. In longer texts it should say “xxx is an activity supported by IFCM”

- IFCM may decide to support/promote an activity without asking for a fee – in this case a special agreement will be signed, including conditions for the use of the logo

Any other use of the IFCM logo is only possible with the explicit agreement of IFCM.

Use of the IFCM logo without this agreement is not allowed and will be prosecuted.