



IAF Policy – logo use

Recalling the constitutional objectives of the IAF as outlined in article 2 (objectives) of its constitution:

“Article 2: Objectives.

2.1. As an international federation of falconry organisations, the objectives of the I.A.F. are:

2.1.1. To represent falconry throughout the world. Falconry is the traditional sport of taking quarry in its natural state and habitat by means of trained birds of prey. It is a hunting art.

2.1.2. To preserve and encourage falconry within the context of sustainable use of wildlife.

2.1.3. To encourage conservation, the ecological and veterinary research on birds of prey and promote, under scientific guidance, domestic propagation for falconry.

2.1.4. To develop, maintain and amend national and international laws, treaties and conventions to permit the pursuit and perpetuation of falconry.

2.1.5. To require the observation of falconry, hunting, conservation and welfare laws, regulations, traditions and culture with regard to the taking, import, export and keeping of birds of prey, the taking of quarry species and the right of access to land in the country concerned.

2.1.6. To promote and uphold a positive public image of falconry with specialist organisations which regulate or otherwise affect falconry.”

Considering the former, the purpose of the following logo-use rules is to give guidance to those requesting its use in their own events and publications in order to avoid political or legal sensitivity to IAF or falconry. It is to be distributed to all IAF Member, Associate Member, Supporting Member Organisations, to Individual Subscribers and to anyone requesting information on logo use.

- 1) **Only Member, Associate Member and Supporting Member Organisations** may use the IAF logo in their publications, events, websites and web promotions, provided they conform to these regulations.
- 2) Individual Subscribers **may not** use the IAF logo for any purpose.
- 3) Other organizations may be granted permission to use the logo, for example in a jointly organized event or where IAF sponsors something.
- 4) Only the logo appearing at the top of this document may be used, in those colours there, unless a specific exception has been granted. To receive the logo a delegate should email info@iaf.org
- 5) The logo may not be used at **competitions showcasing raptors chasing live animals or in the promotion of such events.**
- 6) No publication in which the IAF logo is used may include photos or accounts of raptors used for falconry or even wild raptors killing **endangered species as listed on the IUCN Red list**. These reports are only acceptable in a historic context. If in doubt, the prospective user must confirm with the IAF
- 7) No publication in which the IAF logo is used may show **prey** being plucked or eaten by raptors whilst still alive, even if this is part of its natural behaviour.
- 8) No publication in which the IAF logo is used is to include **pictures of owls represented as falconry birds**, unless there is a clear situation where the owl is being actively used for falconry as defined by the IAF.
- 9) The IAF logo may not be used in the promotion of **commercial products**, without the express consent from the IAF secretariat, working under the IAF President and Board.
- 10) Any depictions of falconry birds in publications where the IAF logo is used must show birds in **perfect condition and impeccable equipment**. Birds with feather or cere damage may only be shown for welfare education purposes and this must be clearly stated.