

FIATA

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PUBLIC GUIDANCE ON THE USE OF THE NAME AND LOGO OF FIATA

FIATA is a protected name and FIATA is a globally recognised brand represented by the FIATA LOGO, as appearing in its Statutes.

The FIATA Logo, even if provided in different IT formats, represents the recognition of the holder's FIATA membership: it is not allowed to use the FIATA Logo without being a FIATA member. Irregular use of the FIATA Logo may be sanctioned and such infringement may be published to inform third parties of such irregularity.

The use of the FIATA Logo is restricted to business papers, business cards, websites and other communication systems only. Members are allowed to use the FIATA Logo for advertising as long as the use of the FIATA Logo merely connects the user with its FIATA membership. For this purpose, the FIATA logo should be visibly smaller in size than the member's logo and preceded by the words "member of". No other use is authorised. It is specifically forbidden to use the FIATA name and logo to convey the idea that FIATA endorses or promotes services, events and/or any other initiative that is not specifically authorised by FIATA in writing.

THE FIATA LOGO SHOULD NOT APPEAR ON OWN-HOUSE TRANSPORT DOCUMENTS, other than the recognised FIATA Documents as published by FIATA and licenced through its association members.