

SECTION 4: POLICIES



4.7 INTELLECTUAL PROPERTY RIGHTS, COMMUNICATION & BRANDING

1 INTRODUCTION

- 1.1 Inas is gaining increasing exposure worldwide and it is essential over the coming years that the organisation develops its brand profile. The guidelines below explain how the logo can and cannot be used, text and typography recommendations, and use of the Inas name on all written, electronic and presentational materials.

2 PRINCIPLES

- 2.1 Member Nations shall not acquire and shall not claim any title or interest in or to any copyright, patent, right, trade mark, idea, know-how, concepts, software or any other intellectual property right existing in or attached to anything provided by Inas whether directly or indirectly.
- 2.2 No-one is entitled without the prior written consent of Inas to reproduce, display or otherwise use or incorporate any image, logo or endorsement supplied by Inas

3 COMMUNICATION

- 3.1 Member nations and event organisers who wish to send general information to the membership may only do so through the Secretariat, except where organising committees who wish to communicate with nations who have entered an event.

4 USE OF THE LOGO AND NAME

- 4.1 Member Nations of Inas that are in good standing may use the name and logo in association with Inas business.
- 4.2 Member Nations may only authorise 3rd party organisations to use the name and logo for approved Inas business where approval has been given by the Inas Executive Committee – for example where an event management organisation is contracted to run an Inas event. In this case, the member nation is responsible for ensuring appropriate use and that all guidelines are followed.
- 4.3 Media and third party organizations may also use the logo to promote the activities of Inas on web sites and published media. In all cases, this should be used to promote the organization positively and action may be taken where this is not upheld. Guidelines for the proper use of the logo will be determined by the Inas Executive Committee.

SECTION 4: POLICIES



4.7 INTELLECTUAL PROPERTY RIGHTS, COMMUNICATION & BRANDING

5 COMPETITIONS AND EVENTS (INCLUDING THE HOSTING OF GENERAL ASSEMBLIES AND OTHER Inas BUSINESS)

- 5.1 All documents relating to Inas events including bid documents, entry forms, programmes, medals, certificates, web sites, and all other promotional materials must clearly display the Inas logo
- 5.2 The logo should be used within the guidelines displayed below. It should not be stretched or re-coloured.
- 5.3 Events titles should carry the year, followed by the words “Inas”, and then the sport. For example, “2008 Inas Global Games”
- 5.4 All information should include the Inas web site and the Secretariat contact details

6 TYPOGRAPHY

- 6.1 All written information, whether hard copy or electronic should be produced in Stone Sans (available from Inas)
- 6.2 The normal font size should be 12.

7 ACCESSIBILITY

- 7.1 Inas will make every effort to ensure that materials are accessible to people with an intellectual disability. The organisation should be recognised as a leading authority on producing accessible information.
- 7.2 Although the official language of Inas is English, every effort will be made in publications, events and other activities to ensure the full involvement of people for whom English is not their first language.

8 PHOTOGRAPHY

- 8.1 Inas will make every effort to promote athletes with an intellectual disability and will actively develop its photo library.
- 8.2 Inas may use photos and images of athletes on its web site, press release, reports, and other publications.
- 8.3 The protection of athletes and the individual is particularly important and therefore the following rules shall apply:
- 8.4 All event and competitions where photos will be taken for official Inas business will carry suitable notification on their entry forms.
- 8.5 Athletes who prefer not to appear in official photos may ‘opt-out’ by providing a request in writing.

SECTION 4: POLICIES

4.7 INTELLECTUAL PROPERTY RIGHTS, COMMUNICATION & BRANDING

- 8.6 Organisers must make every possible effort to avoid taking, or destroy, photos of any athlete or individual who chooses to opt-out of permission.
- 8.7 Organisers should maintain an accurate record of photos, including location, event, athlete name, country and registration number.
- 8.8 It is accepted that general shots (ie. crowd scenes) cannot be managed by these rules, and should instead be managed at the discretion of the organisers.
- 8.9 Where necessary, an appropriate acknowledgement of the photo's source will be displayed.

9 THE INAS FLAG

- 9.1 The Inas flag should be displayed at all Inas sanctioned competition. Flags may be produced or borrowed as required.

10 THE INAS LOGO'S

- 10.1 The logo should be used in all documents, presentations and communications regarding Inas.



- 10.2 Logos may be re-sized, but not stretched or skewed:



11 Colour Breakdown

Aqua:	C: 64 M: 0 Y: 20 K: 0 Hex code (web) #44C2CF	R: 68 G: 194 B: 207
Orange:	C: 0 M: 54 Y: 97 K: 0 Hex code (web) #F78D24	R: 247 G: 141 B: 36
Grey:	C: 8 M: 10 Y: 8 K: 50	R: 135 G: 132 B: 134