



SOUTHEASTERN ASSOCIATION OF FIRE CHIEFS

POLICY 2014 - 10/07 REV. I - 2017/02 USE OF LOGO AND NAME POLICY

1.0 PURPOSE

This policy is developed to consistently maintain the identity and official representation of the Southeastern Association of Fire Chiefs (SEAFc). It provides direction on the use and reproduction of the SEAFc logo, name and endorsement.

2.0 POLICY

- A. The SEAFc name and its logo are the exclusive property of the Southeastern Division of the IAFC and may only be displayed, reproduced or used for official SEAFc business, communications, publications, display and identity.
- B. Reproduction of the SEAFc logo, use of the Division name or claim of SEAFc endorsement by any organization, agency, business, individual or anyone other than the SEAFc, without specific approval of the SEAFc Board is prohibited.
- C. Approval to use the SEAFc logo, name or endorsement must be obtained from the Board of Directors with an official letter from the entity making the request.

- D. Requests for such use by any organization, agency, business or individual, etc. must be in writing, specifying the intended use of the logo, name or endorsement. The written request must be submitted to the Executive Director for presentation to the Board of Directors for approval prior to such use for any reason.

Adopted by the Board of Directors on this 7th day of October, 2014

Amended and Adopted by the Board of Directors on this 7th day of February, 2017

Lisa Moatts
Executive Director

Wallace Possich
Constitution & By-Laws Committee Chairman