



Guidelines for the use of ISSF Academy Coach Logo

ISSF Academy licensed coaches are eligible to use the ISSF Academy Qualified Coach logo on their **personal marketing** materials only.

The logo is confirmation of your status as a coaching professional and demonstrates your ongoing commitment to the ISSF Academy and its Coaching Code of Conduct.

In using the ISSF Academy Qualified Coach logo, you agree to abide by the ISSF Academy terms and conditions outlined in this form.

You may display the ISSF Academy Qualified Coach logo **only on your personal marketing materials** such as:

- On your business card
- In your email signature

You may only display the ISSF Academy Qualified Coach logo whilst your license is **valid**.

In certain circumstances, you may also display the ISSF Academy Qualified Coach logo in other marketing materials such as brochures, banners, blogs, flyers, website pages and company stationary. Use of the logo in such circumstances must be approved in advance by the ISSF Academy.

When using the ISSF Academy Qualified Coach logo it is important to understand that the **accreditation relates to you as an Individual** and not to your company, products or services.

Care must be taken to ensure that the ISSF Academy Qualified Coach logo cannot be misconstrued or misinterpreted as an accreditation for courses, training schools or businesses conducted by you.

The ISSF Academy Qualified Coach logo may be used on other personal marketing materials such as slides for a presentation you are making or a website page, with the provision that the slides/website page specifically refer to you as an individual (and not your company, products or services).

You may not, at any time, use the ISSF or ISSF Academy corporate logos.

To use the ISSF Academy Qualified Coach logo on any marketing material which includes details about your company, products and services, please apply for formal sign-off by forwarding a draft copy of your materials to issfacademy@issf-sports.org.

Name of Applicant	
Coach ID	
License Class	A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/>
Date and Signature	