

Policy on the Use of IHO Logos, Branding, and Materials by External Stakeholders

1. Purpose and Scope

This policy sets out the conditions under which external stakeholders—including Member States and other governments, organizations, private sector entities, academic institutions, and individuals—may use the logos, branding elements, and publicly available materials of the International Hydrographic Organization (IHO).

The intent is to protect the integrity of the IHO's identity while supporting collaboration, transparency, and the dissemination of hydrographic knowledge and standards.

2. Definitions

- **IHO Branding:** Includes the IHO name, logos, seals, visual identifiers (e.g., colours, fonts, and layouts), and any associated taglines.
- **External Stakeholders:** Any individuals or entities not formally affiliated with or acting on behalf of the IHO Secretariat.
- **Materials:** Publications, charts, datasets, standards, news articles, illustrations, videos and other content produced and made publicly available by the IHO.

3. Use of IHO Logos and Branding

3.1 Authorized Use

External stakeholders may use the IHO logo and branding **only with prior written permission** from the IHO Secretariat. Acceptable uses include:

- Co-branded events, publications, or initiatives approved by the IHO.
- Educational or outreach initiatives that promote IHO objectives and values.
- Media or informational material that accurately represents the IHO's work.

3.2 Conditions of Use

- The logo must not be altered in any way, including distortion, colour modification, cropping, or layering with other graphics.
- The IHO brand must not be used in a manner that implies endorsement, partnership, or support where none exists.
- Any reproduction must maintain high resolution and clarity, adhering to brand guidelines provided by the IHO Secretariat.

3.3 Correct Use of the Logo

Do



The anchor, IHO & name tiles must always be used together.

Do



You can use the anchor emblem as a free-standing element in the black or white colour.

Don't



Never use the anchor emblem as a free-standing element in the yellow colour.

Prohibited Use

Use of the IHO branding is strictly prohibited for:

- Commercial purposes (e.g., product promotion, advertising) without explicit approval.
- Political or lobbying activities.
- Misleading representations that compromise the impartiality or credibility of the IHO.

4. Reuse of Materials

4.1 Open Access

IHO materials that are publicly available on the IHO website or through official publications may be reused for non-commercial, educational, or research purposes **without modification**, provided that:

- Proper attribution is given to the IHO.
- The date and version (if applicable) of the material are cited.
- Any disclaimers or copyright notices originally included are preserved.

4.2 Modified Use or Derivative Works

External stakeholders wishing to:

- Adapt IHO materials.
- Translate documents.
- Create derivative content.

must request **prior approval** from the IHO Secretariat and clearly indicate that the modifications do not represent official IHO positions unless explicitly approved.

Additionally:

- **Videos produced by the IHO may be shared and used in their entirety without modification**, provided that the IHO is clearly credited as the source, and other copyrights are displayed. **Clipping, editing, or overlaying of new content onto these videos is not permitted** without express written consent from the IHO Secretariat.

4.3 Commercial Use

Use of IHO materials for commercial purposes (e.g., integration into paid services, publications for sale) requires a formal agreement or consent issued by the IHO.

5. Request and Approval Process

All requests to use IHO branding or to seek reuse permissions for modified or commercial purposes should be submitted to:

IHO Secretariat

Email: info@iho.int

Subject: Branding/Materials Use Request

Requests should include:

- The intended use and audience.
- A draft or sample of how the branding or material will be used.
- The duration and geographical scope of use.

6. Monitoring and Enforcement

The IHO reserves the right to:

- Monitor the use of its branding and materials.
- Revoke permissions at any time if use is found to be inconsistent with this policy.
- Take appropriate action in cases of unauthorized or misleading use.

7. Updates and Contact

This policy may be updated periodically. The latest version will be made available on the IHO website.

For further information or clarification, please contact:

IHO Secretariat – Public Relations & Communication

Email: info@iho.int

Website: <https://iho.int>