



Guidelines Name: Guidelines for ACMG and IFMGA Logo Use

Original Effective Date: 2009/10/11

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Related Documents: None

Guideline:

Guidelines for ACMG and IFMGA Logo Use

This document provides guidelines for use of the ACMG and IFMGA names, logos, and acronyms for promotion and advertising. If there is any doubt as to whether intended usage is appropriate, contact the ACMG for clarification prior to publication.

The ACMG logos, name and acronym are the property of the Association of Canadian Mountain Guides. As such, their use for promotion or advertising is permitted only by the following:

- Active ACMG Members in good standing who have achieved Assistant or Certified status.
- ACMG Sponsors
- ACMG Strategic Supporters only as specified by written agreement

Individual Use of the ACMG Logo, Name, or Acronym

The ACMG logo comes in several versions, each of which identifies a specific certification:

- Mountain Guide
- Alpine Guide
- Rock Guide
- Ski Guide
- Apprentice Guide
- Assistant Hiking Guide
- Hiking Guide
- Climbing Instructor

Individual ACMG members in good standing may advertise using the ACMG logo, name, and acronym within the following guidelines:

- The individual's certification level must be indicated on the logo and in conjunction with the ACMG name or acronym.
For example: Only ACMG Mountain Guides may use the Mountain Guide logo or the words "Mountain Guide" in association with the logo, the full name or the acronym. Other active members may use the logo with the appropriate certification printed on it. You may use the name or acronym only when you clearly identify your certification level alongside it. Something like: "Joe Skier is a Ski Guide and member of the Association of Canadian Mountain Guides" or "Fred Climber is an ACMG Assistant Rock Guide."
- Only Mountain Guides who are members in good standing of the ACMG may use the International Federation of Mountain Guides Associations logo, name, or acronyms (IFMGA/UIAGM/IVBV). (See below).
- Inactive members may not use the ACMG logo, name, or acronym to advertise or promote themselves for the purpose of obtaining work or generating revenue of any kind. This includes non-guiding activities. For example, inactive members advertising a speaking engagement may not use the ACMG logo, name, or acronym to promote themselves or the event.
- Non-members, members not in good standing, suspended members, or expelled members may not use the ACMG or IFMGA logo, name, or acronym in any way.

Copies of the ACMG logo are available to members online:
Log in to the members area of the ACMG website > Downloads > Logo

If you do not have access to the web, you can obtain logos from the ACMG main office:
Box 8341, Canmore, AB T1W 2V1
ph: 403-678-2885
fax: 403-609-0070
acmg@acmg.ca

Corporate Use of the ACMG Logo, Name, or Acronym

The corporate version of the ACMG logo has no certification printed on it. Employers or companies advertising ACMG guides/staff may do so according to the following guidelines:

- Use of the ACMG logo, name or acronym on company materials is allowed only when ACMG guides/instructors are used exclusively. Only the corporate version of the logo may be used, unless specific guides/instructors are being identified, in which case the guidelines for individual use of the logo, name, and acronym apply.
- If an organization does not use ACMG guides/instructors exclusively, the ACMG logo, name, or acronym may be used only to identify individual guides/instructors and their certification level. For example, a list of guides/instructors with or without photos must have the correct logo, name or acronym in direct conjunction with the names and certifications so identification and certification are clear.
- If you are an Apprentice Guide running your own guiding business, you may use the generic logo but you must clearly identify that you are an Apprentice Guide somewhere evident in the text of your website or ad.
- Employers and companies owned by non-ACMG members may not use the ACMG logo without first consulting the ACMG.
- Employers and companies may not use the IFMGA logo without first consulting the ACMG. (See below).

Colour and Style

The colour of the logo shall be black on a white background. The name "Association of Canadian Mountain Guides" and the acronym "ACMG" and other text directly associated with the logo shall be a typeface in the Arial family. The ACMG logo may not be modified or changed in any way without the permission of the ACMG.

Use of the IFMGA Logo, Name, and Acronym

The IFMGA logo is protected by trademark and, as such, may not be modified in any way. Only qualified IFMGA guides may use the IFMGA logo, name or acronym. Companies may use these symbols only if the majority of their guiding staff are qualified IFMGA Mountain Guides AND all other guiding staff are qualified Aspirant Guides who are in training to become IFMGA Mountain Guides. Any company or organization intending to use the IFMGA logo should discuss such use in advance with the ACMG.