

BULLETIN 14-01

March 18, 2014

This bulletin is issued to all training providers that are accredited or are now in the process of completing an Application for Accreditation.

New IADC & Accreditation Program Logos

IADC authorizes each accredited training provider to use only the program specific accreditation logo for which the company is accredited. Use of program logo(s) must be in accordance with the accreditation procedures and the guidelines established for program logo usage as defined by IADC in the attached document, *IADC Logo Usage Guidelines*. The goal is to apply the new visual identity as consistently as possible across all IADC activities, which extends to you - our partners in accreditation.

Provider Responsibility

Please update your program material (marketing materials, website, etc.) that currently have an IADC or accreditation program logo embedded. The new program specific logo should replace the current IADC or accreditation program logo by **15 May 2014**.

Certificates of Completion

We will eventually cease to use all previous program logos; this will affect your existing stock of IADC physical or custom Certificates of Completion. IADC understands there needs to be a transition period for allowing these changes; therefore a "cut off" date of **30 September 2014** has been established to allow the Accreditation and Credentialing team and accredited training providers time to convert to the new certificates.

- For companies using a previously approved custom card or certificate, an additional bulletin will follow to communicate changes to our Certification of Completion policy, including new standardized templates for custom cards and certificates.

Response to Program Change:

- **15 May 2014 - All Providers must replace logo(s) on all documents containing an IADC or accreditation program logo.**
- **30 May 2014 - Sign and return the attached Visual Identity Acknowledgement form.**

Attachments:

- [IADC Logo Usage Guidelines](#)
- **New Program Logo(s)** - The second attachment has your program's specific logos. Please note that we are providing both .png and .eps files.
 - *The .png logos function the same as a .jpg version.*
 - *You may not be able to open the hi-resolution .eps files. However your marketing team, or any designer, printer, promo items company, etc. will be able to.*
- [New Visual Identity Notice & Acknowledgement](#)

For more information, please contact accreditation@iadc.org or your Program Coordinator.

For questions about use of the IADC brand, please contact marketing@iadc.org.