

IPY Branding Policy

Developed by the IPY EOC sub-committee, November 2006

A recommendation for the Joint Committee.

IPY, The International Polar Year 2007-2008, was established by the International Council for Science (ICSU) and World Meteorological Organisation (WMO).

We define the **IPY identity** as the IPY logo, hexagram chart, and other associated IPY graphics found in presentations, on the web, in printed material, etc.

We define **IPY participants** as:

Members of endorsed IPY projects

National IPY Committees

Nationally endorsed IPY activities

People involved in activities registered in the IPY Expressions of Intent database

IPY Branding Policy

1. We encourage the widest possible distribution and use of IPY information and materials.
2. We encourage the use of the IPY identity by all IPY participants for the promotion of IPY activities.
3. We request that commercial vendors interested in using the IPY identity, negotiate an agreement with either National IPY Committees, or the IPY International Programme Office.

In cases of commercial enterprises, we will generally support the proposal if it is of benefit to IPY projects that have been internationally or nationally endorsed.

4. Within the array of IPY activities, there are no exclusive rights to the use of the IPY identity. As a consequence, there will not be one official IPY product (such as book, calendar, film, coin, stamp etc.).