Brand Identity and Usage Policy

1. Purpose

The Institute of Positive Psychology Coaching (IPPC) maintains stewardship of its institutional identity, professional reputation and public communications. This policy sets clear standards for the use of IPPC's name, logos, visual identity, promotional assets and representations of affiliation with the institute.

2. Scope

This policy applies to IPPC students and program participants; graduates and alumni; faculty, team, mentors, assessors, associates and consultants; affiliates, referral sources, organizational partners, collaborators, suppliers and contractors; and other individuals or entities seeking to use IPPC identity or materials.

For students, employees, associates, partners, and other parties, compliance with this policy is required where incorporated into an applicable agreement or otherwise agreed to. The IPPC also reserves all rights and remedies available to it under applicable law.

3. Institutional Identity and Intellectual Property

The IPPC retains authority over the creation, reproduction, and distribution of its official branded materials and institutional communications. Its name, logos, graphic elements, promotional materials, written content, and other intellectual property may be protected by copyright, trademark, and other applicable laws, subject to ownership and other legal

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requirements. Association with IPPC does not, by itself, grant permission to reproduce, modify, or adapt IPPC's branded assets.

4. Standards for Public Use and Representation

Except where IPPC has expressly designated materials for public sharing or granted specific written authorization, individuals and organizations must not:

- Reproduce, redraw, alter, animate or create derivative versions of IPPC logos, trademarks or branded promotional assets.
- Create or publish graphics, announcements, advertisements, certificates, badges, statements or other communications that appear to originate from, speak for, or be endorsed by IPPC.
- Use of IPPC branding on websites, social media, presentations, advertisements, or jointly branded materials in a manner that implies sponsorship, approval, accreditation, partnership, or authority beyond the actual relationship.
- Upload IPPC brand assets to generative-AI or third-party design services for independent production of promotional materials or use such tools to imitate official IPPC communications.
- Misrepresent enrolment, completion, certification, credentials, faculty status, partnership, or any other relationship with IPPC.

5. Accurate Identification and Permitted Sharing

Individuals may accurately state in their own words that they are enrolled in, have completed, teach for or otherwise have a genuine relationship with IPPC, as applicable. They may refer to IPPC by name and tag its official social-media accounts when doing so truthfully and without implying an unauthorized endorsement. Graduates may use accurately awarded credential designations subject to applicable credential rules.

An IPPC-issued public asset may be reshared in its original, unmodified form where the institute has designated it for sharing. This does not authorize creation of new branded

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materials or extraction of elements for a new design. Program certificates, seals, badges, accreditation marks and third-party logos may be subject to additional, specific rules.

6. Authorization for External Relationships

Any exception for a partner, affiliate, faculty member, contractor, or other party must be set out in an IPPC-issued written authorization or a signed agreement that specifies the approved assets, purpose, channels, duration, and any review or withdrawal conditions. Permissions are limited, non-transferable, and do not confer ownership. A relationship with IPPC alone does not grant permission for co-branding or promotional use.

7. Official Communications

IPPC alone determines whether, when and how it issues official announcements, cohort communications, recognition, alumni profiles, certification announcements and promotional campaigns. No student, alumnus, associate or third party may create an apparent institutional announcement on IPPC's behalf. Sharing a personal achievement is distinct from issuing institutional recognition.

8. Questions, Concerns and Non-compliance

Questions regarding the appropriate use of IPPC's name, logo, branding, or promotional materials should be directed to IPPC before publication. The IPPC may request the correction, removal, or discontinuation of materials that use its branding without authorization or misrepresent its institutional identity.

Where necessary, IPPC reserves the right to take further appropriate action to protect its institutional identity, professional reputation, and intellectual property, in accordance with applicable agreements and law.

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9. Policy Administration and Review

This policy is administered by the Institute of Positive Psychology Coaching (IPPC) and may be reviewed and updated periodically to reflect institutional requirements and applicable legal obligations.

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