



Member Use of the International Association for Counselling (IAC) Name and Logo

A Benefit of Membership: Utilisation of the IAC logo is a benefit of IAC membership and its use on your website, practice materials, business cards etc. is encouraged. Displaying the IAC Member Logo demonstrates your commitment to the profession and to the development of counselling internationally.

IAC Membership is Not Recognition of Professional Standards: As clearly stated on each category description of IAC Membership:

“IAC membership is not a form of authentication (verification, credentialing, accreditation or validation). IAC membership, in any category, indicates that the person or group supports the development aims and work of IAC. IAC does not verify practice qualifications and, in all cases, relies on the local/national/regional structures to do so. All persons visiting the IAC directory will be encouraged and recommended to check the required qualifications in their jurisdiction/region.”

Current Membership Requirement: Use of the IAC logo or name can only be made by groups and individuals whose membership is current and paid-up. The IAC name and logo must be removed from all electronic materials (e.g. websites and online brochures) as soon as membership expires. It is wholly unacceptable to continue to use the IAC logo once membership has lapsed.

Advertising More than One Membership: Universities, Institutions and Services often operate in more than one country or geographical location. The communication of IAC membership must specify the country or region that is covered under the membership. No misrepresentation—for example, by giving the impression that all activity and geographical locations are covered by one membership—will be accepted.

Appropriate Use: When an individual or group wishes to communicate its membership of IAC, special care must be taken to avoid misrepresentation of the membership. Where text accompanies the logo display, the extent and nature of the membership should be communicated accurately by using phrases such as the following:

- IAC membership supports the development of counselling internationally.
- IAC membership demonstrates our commitment to the profession.
- IAC membership is not recognition of professional standards.
- IAC Membership is not a practice qualification (these are shown separately)

Correct Communication of Extent and Scope: Group member categories (Association, Education Institute, and Counselling Service) confer membership benefits onto the Association/Institute/Service, as entities, but do not entitle the individual members, employees, or associates of that Association/Institute/Service, to any IAC membership rights or benefits – unless separately agreed and arranged.

Use of IAC Logo, or the IAC name, on Member Organisations Certificates: IAC Members (in any category), or those awarded IAC Certification of their counsellor education programme, cannot use the IAC logo or name on their Member Organisations Certificates without specific prior permission from IAC. The IAC logo must not be adapted or modified for use.

Use of the IAC logo or name, in any way that may be interpreted as recognition of the member's professional standards is forbidden.

Sanction for Inappropriate use: Any misrepresentation of the extent or nature of IAC membership will be considered as grounds for withdrawal or removal of membership by IAC.

Reporting: If you believe that an individual or group are misusing an IAC logo, or making false or misleading claims regarding their association with IAC, please email (supplying details): ceo@iac-irtac.org

Thank You