



THE INSTITUTE OF
FINANCIAL SERVICES
PRACTITIONERS

Garrison Chapel
Castille Place
Valletta VLT1063
MALTA

Tel +356 2569 6352
info@ifsp.org.mt
www.ifsp.org.mt

IFSP- Logo Usage Policy

The Institute of Financial Services Practitioners has exclusive intellectual property rights (IPRs) that protect the unauthorised use of its name and logo, as well as use of “IFSP” or “IFSP Malta”, being the recognised abbreviations thereof, its slogan “The Voice of the Financial Services Industry in Malta” and the use of the initials “MIFSP” and “AIFSP” which may be used by Members and Associate Members respectively.

This policy serves to set out the Institute’s guidelines that are to be strictly adhered to in connection with the use of its intellectual property rights, in the interest of protecting the said IPRs and safeguarding the professional and ethical standards, trust and confidence that the Institute represents and promotes.

Permitted use

- The use of the IFSP logos or IPRs is strictly limited to individuals who are fully paid-up members of the Institute, meaning that their membership dues are up to date.
- The IFSP’s IPRs (including hyperlinks) may only be used by a member for the purpose of indicating the member’s memberships and affiliations e.g. on a CV, or in a personal profile. The use of the IFSP’s IPR’s on a firm’s or other organisation’s website is only permitted when it is used on the specific profile page/s of the member/s within that firm or organisation and only for as long as the individual/s concerned are paid-up members.

Prohibited Use

- The IFSP IPRs shall not be used on the general pages of any firm’s or other organisation’s website
- No IFSP IPRs may be used in any form of advertising, presentation or publication, whether online or offline and including social media, without the prior written permission from the IFSP. Permission for use of the IFSP’s IPRs may be subject to a time limit and such permission is always subject to revocation at the Institute’s absolute discretion without the requirement of providing any reason whatsoever.
- IFSP logos may not be used in a way that suggests that the IFSP recommends, promotes or endorses any products or services.
- Logos may not be used in conjunction with claims that any product or service conforms to IFSP standards.



Guidelines for Permitted Use

- The IFSP IPRs may only be used subject to strict adherence to these guidelines at all times.
- Any person authorised to use the Institute’s IPRs shall be expected to be familiar with the contents of, and be responsible for complying with, this policy and any directives that may be issued by the Institute from time to time.
- Only the approved versions of the IFSP logos or other intellectual property may be used. Approved, high-resolution logos are available for download from the [Marketing Toolkit page on the IFSP’s website](#).
- The logos may not be distorted or altered in any way.
- Logos must be used in their entirety. Neither whole nor recognisable parts may be incorporated into another logo.
- Logos must be printed in their original colours, or as greyscale versions. No other colour combinations are allowed.

Consequences of Breach

The use of any of the Institute’s IPRs implies acceptance of, and agreement with, the terms and guidelines set out herein and any violation of the rules set out in this policy shall automatically result in the loss of the legal right to use any of the Institute’s IPRs whatsoever, where such legal right exists.

In the case of any infringement of the Institute’s IPRs, whether resulting from a breach of these guidelines or a breach of specific legal provision/s, the Institute shall pursue such remedies as it considers necessary or appropriate in the circumstances, as directed by Council, including the recovery of damages, where applicable.

In circumstances where the infringement is attributable to any firm, organisation, entity or other person connected with any of the Institute’s members, the Institute will use its best endeavours to communicate with the said member/s to inform them of the infringement and to seek their assistance in rectifying the infringement without delay. Should the breach not be remedied within fifteen (15) running days from the date of notification thereof, the Institute may undertake such action against such member/s or any of them as it considers appropriate, including but not limited to the revocation or non-renewal of their membership, besides any other remedies provided by law.

Changes to these Guidelines

These guidelines may be cancelled, amended, modified or replaced from time to time without any obligation on the part of the IFSP to notify any person/s authorised to use its IPRs, and the use of such IPRs shall comply with any such new rules as may be implemented by the Institute as aforesaid at its sole and absolute discretion.

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