

# Inuit Art

## FOUNDATION

**To apply become an Igloo Tag Affiliate please sign, date and return a copy of this application by email, fax or mail.**

If approved to join the program, Affiliates must:

- Only use the Igloo Tag Trademark in advertising and marketing materials and in their organization's website, and on online and social media profiles. Any use must only be to promote Inuit art;
- Link all posts or photos of the Igloo Tag Trademark to IAF's Facebook (@inuitartfoundation), Twitter (@InuitArtFdn) or Instagram (inuitartfoundation) profiles;
- Use the Igloo Tag Trademark exactly as it looks in the Igloo Tag Trademark graphic files in its English, French or bilingual formats;
- Not claim to be the owner of the Igloo Tag Trademark, link it to their organization or to them personally;
- Include these notices at the bottom of marketing materials: "*The Igloo Tag Trademarks are used under license from the Inuit Art Foundation*" and "*Les marques Igloo et les marques connexes sont utilisées sous licence par la Inuit Art Foundation*";
- Print the Igloo Tag Trademark only in black and white. Please do not reverse the colour combinations;
- Leave at least 1.5 centimetres of space around the Igloo Tag Trademark from any other words or designs in marketing materials, including if Affiliates use their own organization's logos in the same materials;
- Not use the Igloo Tag Trademark in a way that is harmful or negative to IAF or to Inuit artists and their work;
- Not let anyone else use the Igloo Tag Trademark;
- Provide IAF with samples of their marketing materials when requested;
- Allow IAF or its representative to visit their place(s) of business to check if they are using the Igloo Tag Trademark according to its guidelines and policies. IAF will give Affiliates at least 1 day notice before such a visit, and only visit on business days.
- Fix any issues with when using the Igloo Tag Trademark if this use does not follow IAF's guidelines, or if IAF asks Affiliates to do so;
- Tell IAF immediately if they do not want to be an Affiliate for any reason;
- Stop using the Igloo Tag Trademark when IAF asks them to do so, or if they no longer want to be an Affiliate;

- Remove the Igloo Tag Trademark from marketing materials, including on social media if IAF asks them to do so, or if they no longer are an Affiliate;
- Comply with any other updates, standards, tips, policies or guidelines that IAF asks Affiliates to apply when using the Igloo Tag Trademark.

**Fees:**

- IAF charges an annual fee of \$499.00 to use the Igloo Tag Trademark for marketing and promoting Inuit art in your inventory. IAF may change the fee structure or amounts in the future.
- If you are not approved to join the program or fail to pay the annual fee, you must stop using the Igloo Tag Trademark.
- You may also have Inuit art in your inventory which shows the old Igloo Tag Trademark on its physical Tags; IAF is working with Inuit art distributors and wholesalers to update these old Igloo Tags on Inuit art. In the meantime, all your digital and printed marketing materials should be updated to show the updated Igloo Tag Trademark according to IAF's guidelines. When your application is approved, you will be sent a digital file to use.

**Important:** You must not attach tags with the Igloo Tag Trademark to any artwork you purchase directly from artists. For more information visit our website at: [www.iglootag.inuitartfoundation.org](http://www.iglootag.inuitartfoundation.org), and please do not hesitate to contact us at [contact@inuitartfoundation.org](mailto:contact@inuitartfoundation.org) with any questions.

**I have read and agree with IAF's guidelines and this letter. I wish to use the Igloo Tag Trademark as an Affiliate. I agree to be invoiced the total fee of \$499.99 upon approval of my application.**

Print Full Name: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name of company/organization (if applicable): \_\_\_\_\_

Title with company/organization if applicable: \_\_\_\_\_