

# TISFD Alliance Member | Brand Guidelines

## Guidance on use of the TISFD Alliance Member brand name and logo

All members of the TISFD Alliance are encouraged to communicate the Alliance membership to their audience. To maintain the integrity of the TISFD brand, logo usage must adhere to the following visual and language standards.

### The Alliance Member logo

The Alliance Member logo is a composite mark consisting of the primary TISFD logo housed within box, accompanied by the “ALLIANCE MEMBER” designation framed next to it.

### Color palette

The TISFD Alliance Member logo is available in two versions.

- **Navy:** #034266 (Ensure high contrast on light backgrounds)
- **White:** #FFFFFF (For use on dark, solid backgrounds)



Alliance Member logo in navy



Alliance Member logo in white

The logo must only be placed on solid color backgrounds. It should not be placed over photography, textures, or multi-colored patterns.

### Positioning and clear space

To ensure maximum impact and legibility, the logo must always be surrounded by a minimum “clear space.”

- No other graphic elements, text, or page borders should infringe upon this area.
- The provided files include a transparent bounding box that defines this required clear space; this box should not be cropped or altered in any way.

### Accepted language to describe relationship to TISFD

All Alliance Members should provide accurate language to describe their relationship with TISFD. When referencing the Alliance membership in text, use the following approved phrasing:

Approved phrasing: **“X is a member of the TISFD Alliance.”**

**X** should be replaced by the Alliance Member’s organization or company name.

- **NB:** You should not use any phrasing that implies TISFD “partners,” “certifies,” or “sponsors” the Alliance Member’s specific products or services.

### Authorized Usage

Members are permitted to feature the TISFD Alliance Member logo in the following contexts:

- On a “Memberships,” “Partners,” or “About” page of the Alliance Member’s official website, announcing or indicating the Alliance membership.
- Within a social media post announcing or indicating the Alliance membership.
- Within slide decks to indicate Alliance membership.

### Prohibited Usage and Restrictions

The following usage of the TISFD Alliance Member logo is strictly prohibited:

- Using the logo in a way that suggests TISFD endorses specific activities, products, or commercial services of the Alliance Member.
- Placing the TISFD Alliance Member logo near third-party trademarks in a manner that suggests a joint venture or co-branded product without prior written consent.
- Stretching, recoloring, tilting, or altering the proportions of the logo or its internal elements.
- Implying a leadership or governance role within TISFD that has not been officially granted.

For questions regarding logo application or to request permission for use cases not covered in this document, do not hesitate to reach out to the TISFD Secretariat at [info@tisfd.org](mailto:info@tisfd.org).