

ADIT BADGE USAGE POLICY



A badge derived from the ADIT logo is available for International Tax Affiliates to use on headed paper, compliment slips, business cards, websites and other materials.

The ADIT badge is available to Affiliates, free of charge. Affiliates must complete an application form, undertaking to obey the terms of the badge usage rules and ADIT Code of Conduct, and submit their stationery and other items for approval.

Please note that any other depiction of either the ADIT or CIOT logo is reserved for the exclusive use of the CIOT, and is not available for Affiliates.

ADIT badge usage rules

1. The badge may only be reproduced on the business card, headed paper and other professional stationery of an individual who is an International Tax Affiliate of the CIOT, and on any website or other platform in specific relation to that individual's professional activities and status.
 2. The badge may not be used as a profile picture on any social media platform (including LinkedIn), and should not be used in a way which can be connected to personal or political views expressed by the individual outside of a relevant tax context.
 3. "Professional stationery" in these rules includes professional notepaper; 'with compliments' slips; business cards; and email signature blocks.
 4. Reproduction of the badge must comply with the following rules:
 - 4.1 The badge should be printed as per the *examples above*, as established in the ADIT branding guidelines;
 - 4.2 The badge must be reproduced, unaltered in any way, from artwork supplied by the CIOT, within the size range set by the CIOT and commensurate with other matter on the document;
 - 4.3 If the badge is used in conjunction with other logos, they must be of equal prominence; and
 - 4.4 Such other rules as the CIOT shall from time to time decide.
 5. Applications to use the badge must be made to the CIOT.
 6. Unless the CIOT shall otherwise decide, permission to use the badge will lapse in any of the following circumstances:
 - 6.1 If the International Tax Affiliate status of the individual concerned lapses;
 - 6.2 If a breach of any of these rules occurs; or
 - 6.3 If the CIOT shall so decide, on the basis of any change to the rules or procedures governing use of the badge, rebrand or other development resulting in a material change to the badge policy.
- Application may be made to renew a lapsed permission.
7. Any International Tax Affiliate who fails to observe these rules, or who otherwise uses the badge in a way which might bring the CIOT into disrepute, will be subject to the normal disciplinary procedures of the CIOT.