

Association of Science Technology Centers
IGLO Branding Policy
February 23, 2007

IGLO, International action on GLObal warming, is a project of the Association of Science-Technology Centers (ASTC).

IGLO is endorsed by the Joint Committee of The International Polar Year 2007-2008.

We define the ASTC-owned **IGLO identity** as the IGLO logo, globe image, tag line “Connecting science centers for the International Polar Year” and other associated IGLO graphics found on www.astc.org, in printed material, and in presentations.

We define **IGLO participants** as:

- ASTC Member institutions—science center and museums and related organizations—and their employees and volunteers
- Science center network partners: ASPAC, Ecsite, RedPOP, SAASTEC, NCSM, and their member institutions
- Individual members of IGLO Scientific, Education, and Honor Committees, and IGLO Advisory Group
- Organizations providing financial and in-kind support for IGLO activities
- IPY and its endorsed outreach projects
- International Polar Foundation and World Ocean Network

Branding Policy

1. We encourage the widest possible distribution and use of IGLO activities, materials, and information for the educational purposes of raising worldwide public awareness about global warming and the particular ways that the Polar Regions profoundly influence the Earth's climate, environments, ecosystems, and human society.
2. We encourage the use of the IGLO identity by all IGLO participants for promotion of IGLO activities.
3. We request those using the IGLO identity to submit descriptions and photos of their events and activities for publication on the IGLO web pages.
4. ASTC may deny the right to use the IGLO identity in instances where we determine the identity is being used inappropriately.