

# THE UNION OF INTERNATIONAL MOUNTAIN LEADER ASSOCIATIONS

## UIMLA



[www.uimla.org](http://www.uimla.org)

### CONDITIONS OF USAGE

UIMLA logo

UIMLA carnet - UIMLA metal badge

« Union of International Mountain Leader Associations » - UIMLA

“International Mountain Leader” - IML

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# CONDITIONS OF USAGE

UIMLA LOGO

UIMLA CARNET - UIMLA METAL BADGE

« UNION OF INTERNATIONAL MOUNTAIN LEADER ASSOCIATIONS » - UIMLA

“INTERNATIONAL MOUNTAIN LEADER” - IML

The purpose of this document is to describe the policy on the use by the UIMLA's associations and their members of:

- **UIMLA LOGO**
- **« UNION OF INTERNATIONAL MOUNTAIN LEADER ASSOCIATIONS »**  
and its approved translations by UIMLA
- **UIMLA**
- **UIMLA CARNET**
- **METAL UIMLA BADGE**
- **“INTERNATIONAL MOUNTAIN LEADER”**  
and its approved translations by UIMLA which must be followed by the acronym UIMLA
- **IML**

These 7 items are called in the document

**“INSTITUTIONAL UIMLA COMMUNICATION PACK”**

## RESPONSIBILITIES

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- I. The copyright of the UIMLA logo is registered with the National Institute of the Patent Rights (INPI) in France. It is owned by UIMLA. The logo may not be modified in any way.
- II. Only UIMLA, its member associations and their own members can use all or any subset of the “Institutional UIMLA communication pack”.
- III. The use of the “Institutional UIMLA communication pack” is under the control of UIMLA which grants the use to the referent and full member associations. It is their responsibility to ensure that only their own members use it. They must also verify that the “Institutional UIMLA communication pack” is used in an appropriate way. Any failure observed by UIMLA, will be transmitted to the member association for action.
- IV. The aspirant members may use the UIMLA logo, the denomination « Union of International Mountain Leader Associations » and the acronym UIMLA, only on the correspondence of their national association. Others uses by the association (website ...) or their members is prohibited.
- V. UIMLA issues :
  - the title of “International Mountain Leader”

- the UIMLA metal badge
  - the UIMLA carnet,
  - the right to use its logo, the denomination « Union of International Mountain Leader Associations », its approved translation by UIMLA and the acronym UIMLA,
- VI. UIMLA provides to the member associations :
- the UIMLA metal badge
  - the UIMLA carnet
- VII. Other equipment with the UIMLA logo
- UIMLA delegates to its member associations the whole process (order, payment, manufacture, storage, sale ..) in relation with other promotional equipment with the UIMLA logo (stickers, badges, kakemonos, posters, flyers, flags ...)
  - Idem for the clothing and technical tools
  - These items should respect the conditions described below and be, if necessary, submitted to the Executive Board for agreement
- VIII. Only qualified IML of the member associations may :
- Get a UIMLA carnet with the current UIMLA annual sticker
  - Wear the UIMLA metal badge
  - Use UIMLA logo. The aspirant IML may, however, get the right to wear the UIMLA logo on clothing sold by their association
  - Use the denomination « Union of International Mountain Leader Associations », its approved translations by UIMLA and the acronym UIMLA
  - Are entitled to use the title of International Mountain Leader, its approved translations by UIMLA, which must be followed by the UIMLA acronym, and the IML abbreviation.
- IX. Any queries on the application of this policy should be brought to the attention of the UIMLA Executive Board.

## CONDITIONS OF USE

### GENERAL RULES

	NAME INTERNATIONAL MOUNTAIN LEADER	UIMLA METAL BADGE	UIMLA CARNET	LOGO AND ACRONYM UIMLA
Referents or full members	YES	YES	YES	YES
Aspirant	NO	NO	NO	YES
Candidates	NO	NO	NO	NO

- The «UIMLA Standard» defines what an IML is and result in the commercial and promotional use of the « Institutional UIMLA communication pack » according to the conditions defined below
- No one is entitled to refer to UIMLA for activities not covered by the “UIMLA Standard”
- The use of all or any subset of the « Institutional UIMLA communication pack » is totally excluded for any snow sliding activities (ski, snowboard, telemark, cross-country skiing ...), for activities which require a harness and/or a dynamic rope (climbing, via ferrata, alpinism, caving, canyoning ...), the water activities, activities on glacier, except those allowed by the « UIMLA Standard ».

- A commercial activity using all or any subset of the « Institutional UIMLA communication pack » cannot be considered if the planned use of the rope and / or constant use of alpinism gears (ice axe and crampons) is required. In any case, their usage may be considered only on sections of the route to ensure clients safety. Their use depends on the skills acquired in training, the diploma, the laws of the country of sale and the laws of the host country.
- Any training or CPD not compliant with the « UIMLA Standard » cannot be organised under the responsibility of UIMLA

### **UIMLA CARNET**

- The UIMLA carnet is valid only with the current UIMLA annual sticker
- It can be delivered only to a qualified IML-UIMLA.
- In the country without snow covered terrain/snowshoes qualification, the mention « No snow » must be stamped indelibly on the back of the UIMLA carnet.

### **UIMLA METAL BADGE**

- The UIMLA metal badge can only be worn by holder of an UIMLA valid carnet with the current UIMLA annual sticker
- The UIMLA metal badge can only be worn when undertaking activities in the remits of the « UIMLA Standard » and with the restrictions mentioned in the « general rules » section.
- The UIMLA metal badge can be worn when an IML represent UIMLA or a full member association

### **UIMLA LOGO**

#### **« UNION OF INTERNATIONAL MOUNTAIN LEADER ASSOCIATIONS » - UIMLA INTERNATIONAL MOUNTAIN LEADER - IML**

- The UIMLA logo, the denomination « Union of International Mountain Leader Associations », its approved translations by UIMLA, the acronym UIMLA, the title of International Mountain Leader, its approved translations by UIMLA followed by the acronym UIMLA and the abbreviation IML, can be used only by holder of an UIMLA valid carnet with the current UIMLA annual sticker

#### In mountain / on the field

- Any items representing the UIMLA logo (badge, stickers ...) have the same conditions of use as the metal UIMLA badge.
- The denomination « Union of International Mountain Leader Associations », its approved translations, the acronym UIMLA, the International Mountain Leader denomination, its approved translations and the abbreviation IML has the same conditions of use as the metal UIMLA badge.

#### Promotion and marketing

- All or any subset of the « Institutional UIMLA communication pack » may be used by a IML-UIMLA in advertisements to advertise activities which fall within the IML-UIMLA remit or when all those employed by him/her are IMLs-UIMLA
- Where all or any subset of the « Institutional UIMLA communication pack » is used for promotion purposes, that promotion should be clear, honest and not contain any misrepresentations which may bring UIMLA into disrepute.

- Organisations may use all or any subset of the « Institutional UIMLA communication pack » in advertising that is directly connected to a named IML-UIMLA member. Where the organisation is providing activities there must be no ambiguity on the level of responsibility taken by the IML – it must be all or nothing. In the event that some activities may be lead by non-IMLs, this must be made clear.
- The commercial use of all or any subset of the « Institutional UIMLA communication pack » on printed document (catalogue, brochure, flyers...) or e-documents (website, Facebook profile/pages...) can be shown only against activities compliant with the « Standards UIMLA », with the restrictions above and under the condition that all the activities were leaded only by IML-UIMLA
- All or any subset of the « Institutional UIMLA communication pack » can be shown both on printed documents or on websites only against pages describing activities compliant with the « Standards UIMLA », with the restrictions above and under the condition that all the activities were leaded only by IML-UIMLA
- Not all or any subset of the «Institutional UIMLA communication pack» cannot be used in such a way that the website might be confused with the UIMLA or any member associations' website.
- The UIMLA logo cannot be used as a commercial logo an must be clearly distinct
- The UIMLA logo maybe used on member's letterheads, where the badge and / or advertising logo should be clearly distinguishable from the business logo so that correspondence is not mistaken for official UIMLA correspondence. The largest size of image that can be used by members on their letterheads is 2.65cm x 2.65cm

## **APPROVED TRANSLATIONS OF « INTERNATIONAL MOUNTAIN LEADER »**

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- GERMAN : Bergwanderführer (Germany) Wanderleiter (Switzerland)
- BULGARIAN : Планински водач
- CATALAN : Guies Acompanyants de Muntanya
- CROATIAN : Internacionalni Planinski Vodič
- SPANISH : Guías Acompañantes de Montana (Spain), Guías de Caminata (Peru)
- FRENCH : Accompagnateurs en Montagne (France, Belgium) – Accompagnateur de Randonnée (Swiss)
- ITALIAN : Accompagnatori di Montagna (Italy)
- MACEDONIAN : Планински водач
- DUTCH : International Mountain Leader
- POLISH : Miedzynarodowy Przewodnik Gorski
- ROMANCHE : Guid da Viandar
- SLOVAKIAN : Medzinárodný horský sprievodca
- CZECH : Mezinárodní horský průvodce

**These translations must be followed by the acronym UIMLA/acronym UIMLA must be added to these translations**

## APPROVED TRANSLATIONS OF « UIMLA »

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- GERMAN : Internationale Vereinigung der Wanderleiter Verbände
- BULGARIAN : Съюз на асоциациите на международните планински водачи
- CATALAN : Unió Internacional d'Associacions de Guies Acompanyants de Muntanya
- CROATIAN : Unija Saveza Internacionalnih Planinskih Vodiča
- SPANISH : Union Internacional de Asocioaciones de Guias Acompañantes de Montana
- FRENCH : Union Internationale des Associations d'Accompagnateurs en Montagne
- ITALIAN : Unione Internazionale delle Associazioni degli Accompagnatori di Montagna
- MACEDONIAN : Съюз на асоциациите на международните планински водачи
- DUTCH : Unie van Internationale Mountain Leader Associaties
- POLISH : Unia Międzynarodowych Związków Przewodników Gorskich
- ROMANCHE : Uniun Internaziunal dals Associazziuns dal Guida da Viandar
- SLOVAKIAN : Únia asociácií medzinárodných horských sprievodcov
- CZECH : Unie asociací mezinárodních horských průvodců

**The acronym UIMLA may not be modified**