



# **LIA<sup>™</sup> Brand Manual**

Guidelines for LIA<sup>™</sup> Members For Use Of  
Logosynthesis<sup>®</sup> International Association<sup>™</sup>  
and Logosynthesis<sup>®</sup> Trademarks

Effective September 2025

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## 1. Introduction

### Purpose of the LIA™ Brand Manual

Logosynthesis® is a registered trademark owned by the founder of Logosynthesis®, Dr. Willem Lammers of Maienfeld, Switzerland.

Logosynthesis® International Association™ (referred to as LIA™) has a contractual agreement with the Trademark Owner outlining each stakeholder's scope of use and responsibility, including LIA™ Professional members and LIA™ Affiliate Organizations.

This LIA™ Brand Manual serves as a resource for all stakeholders with the purpose of:

- Establish a consistent, professional identity for LIA™ as an international, non-profit, professional association and Logosynthesis® as a healing and development model.
- Outline criteria and guidelines for LIA™ Professional Members and Affiliate Organizations to use the Logosynthesis® International Association™ and Logosynthesis® trademarks.
- Communicate the design elements and the professional and ethical standards of the trademark.
- Create added value for LIA™ members and LIA™ by more effectively engaging with diverse audiences and fostering trust across all levels of interaction.

The LIA™ Brand Manual is developed, approved and maintained by the LIA™ Board of Trustees to guide and support our collective and collaborative work.

### About LIA™

Logosynthesis® International Association™ (to be referred to throughout this document as LIA™) is a Swiss-based, independent, non-profit association. LIA™ is governed by an English-speaking, strategic Board of Trustees and a German-speaking, operational Board of Directors. The official website is <https://logosynthesis.international>

#### Vision:

**Logosynthesis® International Association™ (LIA™) is the recognized global partner that empowers individuals and professionals to use Logosynthesis® for healthy and meaningful living.**

#### Mission:

**To offer a structure to promote awareness, ensure quality of practice and support membership, training, research and development initiatives worldwide.**

#### Values:

**LIA™ operates with the core values of integrity, trust, accountability and openness.**

## LIA™ Membership levels consist of:

1. *LIA™ Basic Member* is open to all. Basic members are not permitted to use the trademark.
2. *LIA™ Professional Member* is reserved for individuals who have completed the Practitioner Level training. This training is open to professionals in guided change, including but not limited to: Psychotherapy, counselling, coaching, education, and organizational consultancy. Professional Members are permitted to use Logosynthesis® to promote their work.
3. *LIA™ Affiliate Organizations* consist of LIA™ Local Chapters, Institutes of Logosynthesis® and other recognized affiliated organizations that meet the criteria:
  - *LIA™ Local Chapters* include professional and basic members of LIA™ and work to support the vision, mission and values of LIA™ in their respective communities.
  - *Institutes for Logosynthesis®* are owned by Trainers in Logosynthesis® who are Professional Members of LIA™ and entered into a contract with the Trademark Owner.
  - *Affiliate Organizations of LIA™* are permitted to use Logosynthesis® to promote their work.
  - *Training Institutes*: Other training institutes owned and operated by Trainers in Logosynthesis® but do not hold a contractual agreement with the Trademark Owner.

LIA™ and Logosynthesis® International Association™ Trademarks belong to LIA™. LIA™ Members are permitted to use the Trademarks provided they comply with the guidelines in this document.

## About Logosynthesis®

### The Model:

*"Logosynthesis® is an integrative approach to healing and development to restore the flow of life energy. The use of the power of words to shape reality enables people to resolve disturbing memories, fearful fantasies, and limiting beliefs, as well as numerous other physical and mental issues."*

*(State of the Art of Logosynthesis®, 2024)*

Developments in Logosynthesis® are contained in the State of the Art document and updated annually by Dr. Willem Lammers.

### The Founder:

Dr. Willem Lammers is the founder of Logosynthesis® and the owner of the registered Trademark. The official website for the Logosynthesis® model is <https://logosynthesis.net>

## Differentiating LIA™ and Logosynthesis® as trademarks.

LIA™ and Logosynthesis® are distinct yet interconnected trademarks. The LIA™ trademark represents the non-profit organizational and professional body that oversees the certification, education, and ethical standards for Practitioners in Logosynthesis® worldwide. The

Logosynthesis® trademark distinguishes the healing and development model and methods developed by the founder, Dr. Willem Lammers. Together, LIA™ and Logosynthesis® create a comprehensive framework for promoting, practicing, and advancing the healing and development model of Logosynthesis® globally.

## 2. Communication Guidelines

### Brand Essence.

*"Empowering Transformation Through Words"*

The essence of the Logosynthesis® brand is restoring the flow of energy using the power of words. It captures the power and elegance of dynamic balance by reconnecting as Essence in the Matrix. Logosynthesis protocols identify and resolve frozen energy structures using specific words and sentences to restore the flow.

Individuals are empowered based on a strong working alliance with a professional in guided change, to address deep issues leading to healing, development and personal growth. The simplicity of the model also supports self-coaching.

### Brand Tone & Voice Characteristics

LIA™ and Logosynthesis® embody a harmonious blend of assertive and nurturing energies in their tone and voice, resulting in a dynamic yet balanced communication style that is professional and compassionate. This style will aim to resonate with stakeholders, including Practitioners, their clients, healthcare professionals, academia, researchers and the media.

LIA™ and Logosynthesis® tone and voice reflect the spirit of our diverse community. The LIA™ logo is designed to communicate:

- The layers of transformation that become possible when working with the model.
- A dynamic organization that brings together members from diverse cultures and professional backgrounds.
- Natural colours that depict wholeness, with teals and golds symbolizing healing and transformation.
- Professional fonts that boldly express simplicity and clarity of message.

## 3. Trademark Guidelines: Basic and Professional Members

(Note: LIA™ Local Chapters, Institutes for Logosynthesis® and Training Institutes can proceed to Section 4)

### LIA™ Basic Member Guidelines

LIA™ Basic Membership is open to all. The following guidelines apply to LIA™ Basic Members:

- Do share content about Logosynthesis® published by LIA™, its Professional Members, and Affiliate Organizations
- Do not use the LIA™ or Logosynthesis® trademarks in promoting your qualifications, including on your website, in social media or in printed material.
- Do not imply that you are a certified Practitioner in Logosynthesis®.

### Guidelines for writing/creating content about Logosynthesis® for Basic Members

- Use clear written sources (such as quotes from books or references from articles) or contact a LIA™ Professional Member to use as a source.
- As long as you are not certified, do not present information about how to use Logosynthesis® or how it works by yourself. Share content from a certified Practitioner in Logosynthesis®.

### LIA™ Professional Member Guidelines

Both LIA™ and Logosynthesis® trademarks are powerful symbols of our commitment to integrity, trust, accountability, and openness. They represent our global community and the transformative power of Logosynthesis®.

**Certified Practitioners in Logosynthesis®** must be current Professional Members of LIA™ to be granted permission to use Logosynthesis® as a trademark (word/logo) in their promotional material, social media and websites to communicate their professional designation and promote their work with Logosynthesis®.

**Use of Trademark:** Professional members use the Trademark according to the guidelines outlined in this LIA™ Brand Manual. This includes websites, marketing materials, and social media.

**Accurate Representation:** Ensure all communications accurately represent the Professional member's qualifications, experience, and the benefits of Logosynthesis®. Avoid making exaggerated or unsubstantiated claims.

**Clear Communication:** Provide clear and concise information to clients about the process, expectations, and any follow-up actions. Ensure all client questions and concerns are addressed promptly.

## Usage

### Things to Do:

LIA™ and Logosynthesis® Trademarks:

- Use the LIA™ and Logosynthesis® Wordmarks as outlined in the Trademark Guidelines section without alteration to colours, dimensions and following placement instructions.
- Display the LIA™ trademark on your webpage, social media and promotional materials using the provided .jpg or .png files based on brand guidelines for backgrounds/clear space.

Use of ®, ™ and ©

- Use ® when writing Logosynthesis® and Logosynthesis® International Association™.
- Use ™ when writing LIA™ and Logosynthesis® International Association™
- For any Institute for Logosynthesis® with a contractual agreement with the Trademark Owner, use the trademark for Institute for Logosynthesis® with the location identifier.
- Always start with your certification level, followed by “in Logosynthesis®”, such as “Practitioner in Logosynthesis®” and “Master Practitioner and Trainer in Logosynthesis®”
- When writing about Logosynthesis®, use the ® throughout. For longer documents and websites with repeated use, display the wording “The use of the ® is assumed throughout,” with the trademark permission statement.
- To protect your material, add a copyright note to your documents and publications, including the © symbol, name and the year.

Translations:

- LIA™ Professional Members are to use the word Logosynthesis® (English) or its translation (eg Logosynthese®, Logosintesi®) for your given language/community. No other translations or confusingly similar wording is to be used.

Promotion, Social Media and Content:

- State your level of training in your content (ie, Practitioner in Logosynthesis®)
- Use clear sources for citations.
- Be open about your level of training/competence.
- Never lie, boast or inflate the potential of Logosynthesis®.
- Create content that is in line with your level of training.
- Translate materials into local languages and dialects accurately, using the English version of the word (Logosynthesis®) or the translation for your community, ensuring the message retains its intended meaning and impact.
- The Logosynthesis® sentences have been translated into many different languages and are available in the “*Logosynthesis®: A State of the Art*” document.

- Adapt the tone and voice to reflect cultural norms and preferences. Highlight local events, workshops, and community initiatives.
- Promote engagement through culturally relevant channels and platforms.

#### Questions and Clarification:

- Phase out any materials containing Names, Titles and Content that do not meet these Trademark Usage Guidelines no later than December 31, 2026.
- Contact LIA™ Chair Learning and Certification ([standards@logosynthesis.international](mailto:standards@logosynthesis.international)) with any questions about usage.

#### Things Not to Do:

- Do not combine the LIA™ or Logosynthesis® Wordmarks with other logos.
- Do not change the Logosynthesis® sentences or protocols.
- Do not offer the Logosynthesis® sentences without referencing the model.

## 4. Trademark Guidelines: LIA™ Affiliate Organizations

(Note: LIA™ Basic and Professional Members can proceed to Section 5)

### LIA™ Local Chapters and Institutes for Logosynthesis®

#### Members Include:

- **LIA™ Local Chapters:** A group of LIA™ Basic and Professional members who meet and collaborate in an area. The group has a memorandum of understanding and/or a partnership agreement with LIA™. Their LIA™ contact is the Chair of Local Associations.
- **Institutes for Logosynthesis®:** Training institutes that have entered into a contract with the Trademark Owner. Their LIA™ contact is the Chair of Learning and Certification.
- **Other levels, as created by LIA™ :** May include Training Institutes offering training from a Trainer in Logosynthesis®

#### Scope of Use:

- The scope of usage of the trademark is clarified, and rights and responsibilities to both LIA™ and the Trademark Owner are agreed upon in the Brand Contract. Within the scope of the agreement and this Manual, the LIA™ and Logosynthesis® trademarks can be used and represented by these organizations.

#### Naming:

- LIA™ Local Chapters will use the name of Logosynthesis® International Association™ in English and the country/chapter designation will be in the native language to leverage LIA™ brand recognition and be relevant in the country of operation.
- LIA™ Local Chapters will follow LIA™ Branding Guidelines as outlined in this manual.
- LIA™ Local Chapters can organize and offer content in the language of their choice, under LIA™'s international identity.

#### Usage

##### Things to Do

##### Naming of Organization:

- When referring to the Association, use the official name in English and for the Country/Chapter reference, use the native translation of the word.
- For LIA™ Local Chapters, use the LIA™ logo for your Association with typefaces and colours to align with LIA™ as provided by LIA™
- Ability to use both official logo versions with the long or short naming.
- Institutes for Logosynthesis® design their logo with a preference to align with Logosynthesis® Wordmark. The LIA™ Logo can be used on your material, not combined with your logo.

- For all Affiliate Organizations, display the LIA™ trademark version for websites in area that promotes professional memberships and on promotional material, keeping it separate from other logos and adhering to clear space.

#### LIA™ and Logosynthesis® Trademarks:

- Use the LIA™ and Logosynthesis® Trademarks as outlined in the Trademark Guidelines section without alteration to colours, dimensions and following placement instructions.

#### Use of ® and ™

- Use ® when writing Logosynthesis® and Logosynthesis® International Association™.
- Use ™ when writing LIA™ and Logosynthesis® International Association™
- Always start with your certification level, followed by “in Logosynthesis®, such as “Practitioner in Logosynthesis®” and “Master Practitioner and Trainer in Logosynthesis®

#### Translations:

- Use the English word “Logosynthesis®” or the translated version for your specific community in any naming, advertising or promotion. Do not alter the word.

#### Promotion, Social Media and Content:

- Clearly state the level of training of Trainers & Instructors in your content
- Use clear sources for citations.
- Be open about your level of training/competence. Don't present yourself as an expert/trainer/practitioner in Logosynthesis® if you are not.
- Never lie, boast or inflate the potential of Logosynthesis®.
- Create content that is in line with your level of training.
- Translate materials into local languages and dialects accurately, ensuring the message retains its intended meaning and impact. Please note that the Logosynthesis® sentences have been translated into many different languages and are available in the “*Logosynthesis®: A State of the Art*” document.
- Adapt the tone and voice to reflect cultural norms and preferences.
- Highlight local events, workshops, and community initiatives.
- Promote engagement through culturally relevant channels and platforms.

#### Questions and Clarification:

- Phase out any materials containing Names, Titles and Content that do not meet these Trademark Usage Guidelines no later than December 31, 2026.
- Contact LIA™ Chair Local Organizations ([organizations@logosynthesis.international](mailto:organizations@logosynthesis.international)) with any questions or for clarification about usage.

#### Things Not to Do

- **Do not** combine the LIA™ or Logosynthesis® Wordmarks with other logos.
- **Do not** change the Logosynthesis® sentences or protocols.
- **Do not** use the sentences without citing the model.

## 5. Trademark Use

### Trademark: LIA™

Throughout this document, LIA™ is used as short for “Logosynthesis® International Association™”. Official writing of the name is to include both the ® and ™ as designated.

The official trademarks for Logosynthesis® International Association™ are as follows:



The Logo is available in 3 versions: 1) full colour, 2) black and 3) white

The Logo is available in Web and Print Formats: 1) JPG, 2) PNG, 3) AI (Adobe Illustrator)

The Logo files, in all versions, can be downloaded [here](#).

The Logo usage is to adhere to the following Brand Guidelines for colours, fonts and placement, which can be downloaded in English, German, French, Italian [here](#)



# Brand Manual

## LOGOSYNTHESIS

### Logo Suite

#### Colour

AI, JPG and PNG files have been provided in the logo suite.

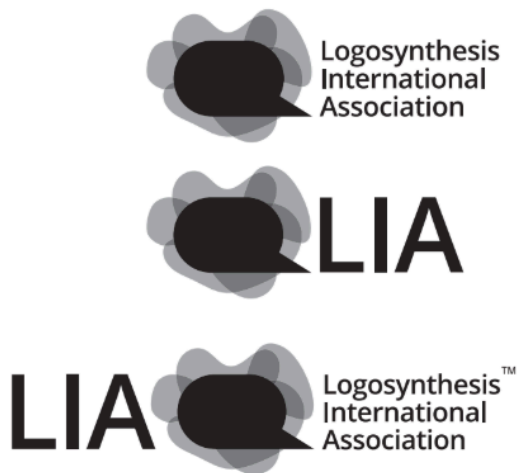
#### Full colour



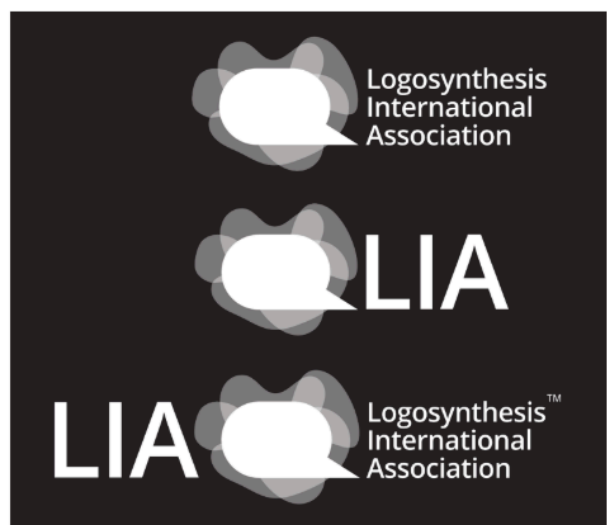
#### Black & White

AI, JPG and PNG files have been provided in the logo suite.

#### Black



#### White



#### File formats

##### AI

This is the preferred format to use in all printed documents. It can be scaled and will keep smooth edges with no resolution or quality issues.

##### JPG

This format is to be used in powerpoint presentations, word documents and web applications. If scaled, it will have rough edges and will not reproduce efficiently.

##### PNG

This format is best for online purposes. The edges will be crisper than the jpg version. It is also set up with a transparent background for placing over photographs or coloured backgrounds.

## LOGOSYNTHESIS

### Logo Suite

#### Main Colours



**Ember Clarity**  
12C 59M 100Y 1K  
217R 125G 39B  
HEX# D97D27  
PMS



**Earthbound Calm**  
59C 34M 81Y 115K  
108R 127G 77B  
HEX# 6C7F4D  
PMS



**Ethereal Waters**  
18C 3M 10Y 0K  
207R 227G 226B  
HEX# CEE2E1  
PMS



**Nocturne Sky**  
87C 51M 36Y 12K  
37R 103G 128B  
HEX# 25677F  
PMS



**Golden Breath**  
4C 33M 86Y 0K  
241R 177G 64B  
HEX# F1B03F  
PMS



**Cosmic Root**  
92C 61M 53Y 42K  
16R 65G 75B  
HEX# 0F404B  
PMS

*Avoid placing light colors (like Ethereal or Golden Breath) on light backgrounds, as they can lose visibility.*

*Avoid using dark colors (like Nocturne Sky or Cosmic Root) on dark backgrounds, which can make them hard to read.*

#### Typeface

*Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.*

*Open Sans has a variety of weights making it great for headlines and body copy.*

##### Light

Rorum consequodit omnimen ihicae cor solut ventotate num unt. Ut poressus. Sum, sam fugitat emporer ferferunt autemodit, si officis dolores simagnis excepe.

##### Semi Bold

**Rorum consequodit omnimen ihicae cor solut ventotate num unt. Ut poressus. Sum, sam fugitat emporer ferferunt autemodit, si officis dolores simagnis excepe.**

##### Regular

Rorum consequodit omnimen ihicae cor solut ventotate num unt. Ut poressus. Sum, sam fugitat emporer ferferunt autemodit, si officis dolores simagnis excepe.

##### Bold

**Rorum consequodit omnimen ihicae cor solut ventotate num unt. Ut poressus. Sum, sam fugitat emporer ferferunt autemodit, si officis dolores simagnis excepe.**

##### Medium

Rorum consequodit omnimen ihicae cor solut ventotate num unt. Ut poressus. Sum, sam fugitat emporer ferferunt autemodit, si officis dolores simagnis excepe.

##### Extra Bold

**Rorum consequodit omnimen ihicae cor solut ventotate num unt. Ut poressus. Sum, sam fugitat emporer ferferunt autemodit, si officis.**

## LOGOSYNTHESIS

### Logo Suite

#### Incorrect usage

*Do not skew or distort the logo.*



*Avoid using like colours together.  
Example: The logo on the dark  
blue background*

*Instead, opt for contrasting colours to  
ensure legibility.*



*Avoid using the colour version of the logo  
on busy photos, patterns or backgrounds.*

*Instead, opt for the black or white version  
of the logo.*



## LOGOSYNTHESIS

### Logo Suite

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#### Safe Zone

*The width of the chat bubble defines the minimum required safe zone around the logo.*



## Trademark: Logosynthesis®

The word Logosynthesis®, its translations and wordmark are protected. They can be used by LIA™ Professional Members, in agreement with the brand guidelines. The logo files in all versions, including Black & White, can be downloaded here.

*logosynthesis*®



**Green:** HEX: #006a7a; RGB: 0, 106, 122

**Magenta 1:** HEX: #a2255d; RGB: 162, 37, 93

**Magenta 2:** HEX: #821e4a; RGB: 130, 30, 73

May be used as a B&W image; No additional colors are permitted

## Trademark: LIA™ Affiliate Organizations

### Institutes for Logosynthesis®

Institutes for Logosynthesis® have a direct contract with the Trademark Owner, and their Name and Identity are agreed to with the Trademark Owner.

To communicate association with LIA™, they have permission to use the LIA™ Trademark on their website, print material and social media based on following the guidelines.

### LIA™ Local Chapters

Local Chapters have agreements with LIA™ and follow LIA™ Naming and Branding Guidelines (Logo, Colours and Fonts). A logo will be provided for each Chapter, following this layout:



## Goods and Services for Logosynthesis® and LIA™

The trademark is to be used for the following applications related to both Logosynthesis® and Logosynthesis® International Association™:

### Goods:

- To be used on printed matter and videos, teaching and instructional materials, books & publications.
- To be used on promotional materials such as hats, coffee mugs, pens and other items

### Services:

- Education and Training: Educating and training groups in various settings, including in-person, online, corporate, academic and community.
- Coaching: individual coaching, training, workshops, and further education.
- Counseling and therapy: guidance of individuals in their healing and development journey, such as energy therapy and psychosocial counseling.
- Psychotherapy: medical or psychological services; services of a psychotherapist or psychiatrist.
- Consulting: advice on the organization and management of companies; personnel consulting; human resources management consulting; organization of trade fairs for commercial or advertising purposes.

## Logosynthesis® and Its Translations

To protect the integrity and build equity in both Logosynthesis® and Logosynthesis® International Association™, the following guidelines apply to Logosynthesis® and its translations.

1. To strengthen and protect the Logosynthesis® International Association, the name of the Association is to be used in English only.
2. To strengthen the Logosynthesis® brand recognition while connecting with individuals in their native language, the word Logosynthesis® is to be used in English or the translated version for the applicable community.
3. The wordmarks Logosynthesis® and Logosynthesis® International Association™ are not to be in any way adjusted or manipulated beyond a translation for the intended audience..
4. Local Chapters are to follow the logos provided, with LIA™ named in English and the Country/Chapter portion of the name to be offered in the native language to support recognition and resonance.

## Statement on Website and Print Material

Place the following statement on all websites and print material:

Logosynthesis® is a registered trademark of Dr. Willem Lammers. Use of the model and methods is restricted to certified professionals through the Logosynthesis® International Association™.

## Domain Names (URL)

Logosynthesis Top Level Domains (TLD), also known as URL, are protected trademarks by the Trademark Owner and not permitted for use by LIA™ Professional members or Affiliate Organizations unless written approval is obtained from the Trademark Owner. This includes the following:

- Generic, such as logosynthesis.com, logosynthesis.inc, logosynthesis.me
- Country Codes such as logosynthesis.us, logosynthesis.ai
- Translated versions such as logosynthese.fr, logosintesi.com

## Combination With Other Trademarks & Confusingly Similar Trademarks:

- Logosynthesis® International Association™ (LIA™) and Logosynthesis® trademarks may not be combined with other trademarks (word or device marks), nor modified.
- The use of confusingly similar trademarks is strictly forbidden.

## Trademark Registrations

Do not submit to trademark any titles or wordmarks containing the word “Logosynthesis®” or its translations to the World Intellectual Property Organization (WIPO) or any Intellectual Property Offices (IPO) in any country.

## 6. Trademark Protection

### Copyright

#### *Trademarks and Copyrights*

Copyright protection is an important element of protecting the Logosynthesis® trademark. Be sure to properly quote sources with the name and date, including books, published articles, websites and other documents.

### Consequences of Trademark Infringement.

Professional members who infringe on the usage of the trademark will be advised to resolve the issue. Failure to do so will lead to loss of professional membership and forwarding of the issue to the Trademark Owner.

For Non-members and LIA™ Basic members who infringe on the use of the trademark, the issue will be directed to the Trademark Owner for follow-up and further action.

### Legal Considerations

#### *Enforcement of Trademark Guidelines*

#### **Communication of Trademark Guidelines:**

It is the responsibility of LIA™ Members to agree to the Trademark Guidelines outlined in this Brand Manual for the use of both LIA™ and Logosynthesis® and adhere to usage in practice.

#### **Questions relating to the application of usage can be directed to the appropriate Chair:**

Professional Members: Chair Learning & Certification ([standards@logosynthesis.international](mailto:standards@logosynthesis.international))

Affiliate Organizations: Chair Local Organizations ([organizations@logosynthesis.international](mailto:organizations@logosynthesis.international))

#### **Reporting violations:**

LIA™ Members are invited to report infringements of LIA™ and Logosynthesis® to the responsible Chair as above for review and action.

#### **Process to address Trademark Infringements by LIA™ members**

For issues related to non-members of LIA™, any violations in the use of the Logosynthesis® trademark will be brought to the attention of the Trademark Owner directly by the respective Chair. Any trademark violations by LIA™ Professional Members will be addressed as follows:

- Initial contact: Chair: Learning & Certification
  - If not resolved, then: President, LIA™
    - If not resolved, then the Trademark Owner

Any violations by LIA™ Affiliate Organizations will be addressed as follows:

- Initial contact: Chair: Local Organizations
  - If not resolved, then: President, LIA™
  - If not resolved, then the Trademark Owner

For serious infringements or violations that require legal action, the issue will be forwarded directly to the Trademark Owner by the respective Chair for resolution.

*Legal actions and remedies:*

## Related to LIA™

- LIA™ recognizes that in many cases, trademark usage violations may occur from a misunderstanding or lack of information. We trust that once notified of the issue, the LIA™ member will take immediate action to remedy the situation.
- In the case of non-compliance or repeated violations, the LIA™ member will have their membership revoked, effective immediately at the discretion of a committee consisting of the respective Chair, President and Executive Director.

## Related to Logosynthesis®

- Legal actions related to Logosynthesis® shall be undertaken by the Trademark Owner, Willem Lammers.
- In the event of non-compliance or repeated violations using Logosynthesis®, the Trademark Owner reserves the right to pursue legal actions and remedies to protect its intellectual property and trademark integrity.
  - These actions may include sending cease and desist letters to the infringing parties, seeking injunctive relief to immediately halt unauthorized use, and pursuing claims for damages incurred due to the violation.
  - Additionally, the Trademark Owner may engage in settlement negotiations to resolve the matter out of court or, if necessary, initiate litigation to enforce its rights.
  - The objective of these legal measures is to ensure the proper use of the trademark, uphold the reputation, and deter future infringements.
  - By taking decisive action against unauthorized use, the aim is to maintain the distinctiveness and value of its trademark while safeguarding its interests.

## 7. Quality & Ethics

### Ethics

Ethics are at the core of LIA™'s identity and operations. We are committed to upholding the highest standards of integrity, transparency, and accountability in all our interactions and activities. Our ethical guidelines ensure that we consistently act in the best interests of our

members, partners, and the communities we serve. Embedding these principles into our trademark, we build trust and credibility, fostering a culture of respect and responsibility. This commitment to ethical behavior strengthens our trademark and ensures that our work is carried out with respect for human dignity and rights. This work enhances the quality reputation of LIA™ Professional Members and LIA™ Affiliate Organizations, creating a demand for services.

*The Chair of Learning & Certification is accessible for interested stakeholders to bring forward any issues or concerns. The Chair can be reached at [standards@logosynthesis.international](mailto:standards@logosynthesis.international)*

## Standards and Practices

### Consistent application of Logosynthesis® as a model for healing and development:

LIA™ Professional Members, as certified Practitioners in Logosynthesis®, agree to uphold quality standards of practice.

### Professional representation of the Logosynthesis® trademark:

LIA™ Professional Members agree to represent themselves, the Logosynthesis® model, and LIA™ professionally in all their communication, without misrepresentation. LIA™ Professional members agree to follow the guidelines in this Brand Manual.

## Monitoring and Evaluation of Quality and Ethics

LIA™ will review any feedback and complaints received relating to :

- Issues related to quality and standards will be directed to the Chair of Learning and Certification.
- Audits: Random audits of member content will be completed on an ad-hoc basis.
- Continuous improvement processes: The Brand Manual will be reviewed and updated when necessary or every 3 years.

## 8. Agreement between LIA™, LIA™ Members and Trademark Owners

By adhering to these trademark usage guidelines, LIA™ Members can benefit from greater value and recognition for Logosynthesis® and recognition for their level of training and certification. This also ensures a consistent and cohesive identity that supports the mission and vision of LIA™ and protects trademark integrity. This builds trust, enhances recognition, and promotes the transformative power of Logosynthesis® worldwide.



# Brand Manual

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LIA™ Professional Members are licensed to use the Logosynthesis® trademark based on the Brand Contract signed between the Trademark Owner (Willem Lammers) and LIA™. LIA grants LIA™ Professional Members and LIA™ Affiliate Organizations the right to use Logosynthesis® and Logosynthesis® International Association™ trademarks under the conditions of use as outlined in this Brand Manual, based on a signed agreement to this document.

The Presidents of LIA™ Affiliate Organizations will sign an agreement to this LIA™ Brand Manual on behalf of their organization.

## Declaration of Agreement

Please complete the following form to indicate agreement to the terms of trademark usage for Logosynthesis® and Logosynthesis® International Association™ as outlined in this Brand Manual.

[Link to form:](#) (Provide Name, Date, Location, Electronic Signature)

For questions and further information: [co@logosynthesis.international](mailto:co@logosynthesis.international)