

# Interior Alignment®

*Trademark and Logo Usage Handbook*



## Why is Interior Alignment® trademarked?

In ancient times, owning and upholding a ‘trademark’ was not a part of feng shui curriculum or space clearing practice. Indeed these are ancient practices, used by all indigenous cultures, throughout the world. Yes, each had their own ‘secrets’ and methods, but the principals of working with energy and living in the flow of nature was inherent among all practices. These ancient concepts and methods are not what is considered something that would be trademarked.

So why trademark our system of Interior Alignment®? When Denise first founded this system, her students asked her if it was trademarked, and while pursuing trade marking was not Denise’s first thought, she did investigate it for the sake of her students. She was told by her lawyer at the time that it would not be a term that anyone would be able to trademark, due to legal technicalities. So, while our IA training manual is copyrighted, the name Interior Alignment was not (These two words had already been used in a legal battle about a car alignment system). Since no one would be able to use the term, Denise didn’t worry about us NOT being able to use it.

Not being able to use the term was a valid concern, as Denise already had experience with losing one of her non trademarked names. Although she coined the words ‘Space Clearing’, and wrote the first books in English on the subject, someone else trademarked this term in Australia, and she was no longer able to call what she did Space Clearing while in that country.

In 2006, while working with her Hay House lawyer, she learned that some other Hay House authors with certification programs were trade marking their systems names in order to protect their graduate use of the name in those systems. At this same time, someone else threatened to trademark the term Interior Alignment®, and make this term unusable for Interior Alignment® graduates. So Denise undertook the long, costly and arduous process to secure the name of this for our use. When she began, she truly didn’t think it would be obtainable, as it had not been 10 years before. This time the trademark process was successful, and our trademarked name, and the intellectual property that is the Interior Alignment® information and methods are secure for all graduates!

However, it’s not quite as simple as that. Our duty now is to uphold the trademark. This can be a simple thing to do, but if you have not worked with trademarks before, it can appear confusing. This handbook is to help you understand how we are using our trademarked name Interior Alignment, our logos and our Intellectual property.

Part of this handbook explains in simple terms how to use our trademark, logos, and IP, and then it also goes into detail about WHY... not just to secure our trademark, but to create a Brand identity for Interior Alignment®. In the years to come, as more and more people all over the world recognize the value of what we teach and offer in our services, being a part of Interior Alignment® and associated with this ‘brand’ serves everyone within our community.

## What Is a Brand Identity?

A product or service has achieved “brand identity” status when it is instantly recognized

by the public and when that recognition leads to action. Some have defined this as a relationship between the product and the user, and in many cases a brand does evoke an emotional reaction. Strong branding results in a consumer purposely choosing Pepsi®, or thinking of first of Disney World® as a vacation destination. They promise a product, and an *experience*.

Interior Alignment® initiated a specific brand identity with the public—including our current and potential customers and partners, in 2008. For customers our brand identity is one of feng shui, space clearing, sacred space, the Synchro-Alignment™ experience as well as one of ethics and integrity in our work.

For potential partners such as product vendors, professional associations and corporate supporters, that message is complemented our professionalism in our services, understanding that we live in the 21<sup>st</sup> century, and that we also communicate our message with compassion and heart. Our goal is that when the public thinks of 21<sup>st</sup> century feng shui and sacred space practices, they think Interior Alignment®

### **How do you want people to react when they hear or see the name Interior Alignment®?**

What do you want them to think, and to do? *That* is the core of a brand identity:

It's what we stand for in the mind of the public, our constituents, and our partners.

While each practitioner and professional is a unique being, in our Interior Alignment® services we should represent ourselves with consistency and uniformity across all markets.

Think of the brands you know—Disney, Apple, Microsoft, for example. Each one of those brands exercises excellent management of their image through consistency in use of language, imagery, and their graphics.

Interior Alignment® aspires to the same level of recognition, and each practitioner has an important role to play, and substantial benefit to gain, in helping achieve that goal.

## **Changing for the Better**

A unified, strong identity is a necessity for the Interior Alignment® organization and is an asset for every Interior Alignment® practitioner.

This uniform message is the key to our success. Branding is a way of integrating our service with the public— so much so that no one even thinks of another organization when it comes to making a decision about the best feng shui services or space clearing assistance!

Not only does successful branding assure uniform understanding of a service, but it leads to a positive self definition by the “user.” For Interior Alignment® clients, they get the feeling of satisfaction knowing they are working with a consultant who engenders the philosophies and practices publicized by Interior Alignment® a name that consistently reflects quality and a positive experience at all levels.

## Correct Use of the Identity

The Interior Alignment® mark (logo), the words Interior Alignment®, Instinctive Feng Shui™, Syncho-Alignment™, Medicine Wheel Feng Shui™ or Seven Star Blessing™ Space Clearing and the IA logo should be used proudly by our licensed graduates. Here's some examples of how to use these terms to indicate that you are a trained, certified and licensed member of the Interior Alignment Community of practitioners and teachers

- ☺ Think of Interior Alignment® as you would another school you graduated from. You list this as a part of your credentials, such as:
  - Graduate of Interior Alignment® Instinctive Feng Shui™ Program
  - Provider of Interior Alignment® Services
  - Practitioner of Interior Alignment®
  - Master Teacher of Interior Alignment®
  - Licensed Master Teacher of Interior Alignment®
  - Licensed Certified Practitioner of Interior Alignment®
  -
  
- ☺ Think of the Interior Alignment® services you offer, and market them such as:
  - Interior Alignment® feng shui and space clearing consultation
  - Interior Alignment® Syncho-Alignment™ session
  - Instinctive Feng Shui™ consultation
  - Seven Star Blessing™ Space Clearing
  
- ☺ Licensed Master Teachers may also use the following in describing their official certification programs
  - Graduates of the (your business name) school become Certified Practitioners of Interior Alignment® through Interior Alignment, LLC.
  - (Your Business name) is a provider of Interior Alignment® certification programs
  - Provider of Interior Alignment® Certification
  - Licensed Master Teacher of International Institute of Interior Alignment®

# Incorrect Use of the Identity

Some common incorrect uses are outlined below.

- ☹ Do not use the logo or wording or our tagline with any product or other service you may be marketing. For example, if you make space clearing spray, you may not place the logo or wording on the product, or market this product as associated with the words Interior Alignment® or Seven Star Blessing Space Clearing™. For example, the following are NOT ways you can use the name:
  - Suzy Smith's Interior Alignment®
  - Celebrate the Four Seasons Interior Alignment® workshop
  - Sara Jane's School of Interior Alignment®
  - European Branch of Interior Alignment®
  - Interior Alignment® Crystals
  
- ☹ Do not attempt to market yourself as the only IA representative in an area, or place a number of others the area (such as 'one of only three IA practitioners in the upper Mongolia area'). New people are being certified every day and people move all the time, so keeping your marketing truthful would become impossible.
  
- ☹ Do not use the wording with any marketing on the internet, other than in conjunction specifically with your authorized Interior Alignment® services. For example, if you also do angel reading, or chakra clearing, you may not create a keyword search of Interior Alignment® Angel Reading or Instinctive Feng Shui™ chakra clearing.
  
- ☹ Do not use the wording Interior Alignment®, Instinctive Feng Shui™, Synchronism™, or Seven Star Blessing™ Space Clearing in any domain name.
  
- ☹ Do not use the words Interior Alignment® in conjunction with your Feng Shui or space clearing services if you are using a majority of methodology from another school of Feng Shui. For example, if you have also studied Flying Stars or Nine Ki and use this as the majority of your service and recommendations, do not call this an Interior Alignment® Feng Shui consultation.
  
- ☹ Do not use the wording Interior Alignment®, Instinctive Feng Shui™, Synchronism™, or Seven Star Blessing™ Space Clearing in the name of any workshop/certification course you are conducting as a practitioner. These words can only be used in conjunction by authorized Master Teachers when teaching an approved certification course.
  
- ☹ Additional text should not be incorporated into the existing logo. Simply imagine a circle running around the logo/logotype and remember that nothing should go inside of that circle.
  
- ☹ Do not distort the logo when resizing. You want to resize uniformly.

# Graphic Standards, Identity, and Rules

Graphic standards are the rules of use for visual representation—color, proportion, orientation, and typography—for any organization’s identifying visual mark. A graphic identity can comprise a logo (a symbol) alone, a logotype (a specific type treatment) alone, or a combination of the two.

The Interior Alignment® graphic identity consists of both a logo and logotype. Organizations that consistently use a single graphic identity have a much better chance of attaining a well-understood brand identity with the public. We must build upon our outstanding name recognition and promote our brand with one mark. Through consistent use, this mark will become part of the public’s “visual vocabulary,” evoking images of integrity, caring, trust, knowledge, and a sense of the sacred. Individuals anywhere will understand immediately that each practitioners mark represents, without confusion, the most effective and encompassing environmental energy system in the world!

## Do not revise the mark!

As with any creative work, the Interior Alignment® graphic identity is rich with creative possibilities, and it sometimes difficult for artists to resist exploring them. True professionals in the graphics industry, however, will understand the ramifications of a registered trademark (®) and respect it’s conventions, and implications. This booklet gives you a tool with which to guide partners (you webmaster, your print shop) and those assisting you with your marketing presence.

It is not an option for practitioners, or artists in their employ, to revise the Interior Alignment® graphic identity in form, typography, or color in order to “make it their own.” These rules are for the benefit of all agencies and an absolute necessity in establishing universal recognition of our mark.

## History of the Interior Alignment® Mark

In 1996, Denise Linn taught the first Interior Alignment certification program, and created the logo of 7 spirals to represent the philosophy of Interior Alignment®, Instinctive Feng Shui™ and Seven Star Blessing Space Clearing™. Based on an older Celtic symbol, the original graphic version was hand drawn by Denise to capture the energy of what each interlocking spiral represented. This logo was used on the training materials and by IA practitioners to present their study of this system.

In 2007, with the Interior Alignment trademark process nearing completion, the logo was updated. The addition of the words Interior Alignment® and **Instinctive Feng Shui** were added, wrapping around the spiraling circle, and representing the containment of this body of knowledge. While the energy of the spirals radiates out, the circle defines and represents this body of knowledge may come from all cultures, and incorporates important information for living the energy fields of the 21<sup>st</sup> century; this is a specific way and method of practicing Feng Shui and Space Clearing.

# The Graphic Identity

PRACTITIONER LEVEL  
Practitioner Symbol



Advanced Symbol for AIA practitioner use



Master Teacher/ Certification Program Symbol

## The Interior Alignment® Graphical LOGO

The Interior Alignment® logo is limited to the graphics options provided. This includes a plain black and white, and using or red and white, and red and gold. Each symbol represents a different level of certification.

The practitioner level logos can be used by any one signing the practitioner level agreement, and the color of the logo is based on education level attained, with black and white for practitioner levels (CPIA, CPFS, CPSC) and the red and white symbol for those who have attained certification as AIA or above.

The red and gold symbol is to be used specifically by Master Teachers who are licensed at that level. This is to be used in conjunction with official certification programs. When the licensed Master Teacher is not participating at a licensed MTIA, TAIA or MEIA level, and as a licensed practitioner, they should use the red and white logo for their advertising purposes.

You may resize the logos, but you may not change them. You may use these on your business advertising for Interior Alignment related services, including brochures, business cards, flyers and web marketing, the colors and formats need to stay in these specific variations.

### **The logotype: Papyrus**

As part of our branding initiative, our official logotype was defined in 2007 to the typeface **Papyrus**. To determine the new type font, the practitioners were surveyed and of the possible type fonts given, the font Papyrus was chosen as the official font. It is critical that this font be kept consistent and distinct, when using the words Interior Alignment® in a heading or in conjunction with the logo.

### **Supporting the Brand With Our Tagline**

A tagline or corporate slogan is meant to encapsulate a brand, reflect it's potential back to the user. The tagline of Interior Alignment® is:

*'Instilling Balance In the World, One Sacred Space at a Time...'*

Taglines are a big part of advertising and, likewise, often tap into a person's dream of themselves. Taglines can be highly evocative and emotional. The best have double meanings that express the qualities of the service and a (highly imaginary) user experience.

# GRAPHICAL RULES OF USE

The Interior Alignment® graphic identity is composed of two parts: the logo and the logotype (together, referred to as “the mark.”). This mark is not open to revision or modification by anyone except the Interior Alignment, LLC.

## DO

- *Reproduce the mark consistently in all your publications and visual materials*
- *Ask the Foundation Council for help if you need a custom mark*
- *Reproduce the mark in the colors specified in this book*
- *Allow the mark to stand distinct and clear of any other mark or text*
- *Use the logo and logotype separately, if needed, but ensure that the mark appears intact, and prominently, somewhere in the publication*

## DO NOT

- *Modify, recreate, redraw, or repropotion the logo or the logotype*
- *Attempt to customize the name (logotype) in word processing*
- *Tilt the mark from the axes shown*
- *Add photography or any other “art” element*
- *Inadvertently scale (stretch/condense) the mark in word processing*
- *Incorporate the mark into another logo or any other type of illustration, nor obscured with type or other graphic elements*

## TM and ®

As a part of our official trade marking status, there is also a need to place the characters <sup>TM</sup> and ® after words in the body of your text on brochures, flyers and on your websites.

As Interior Alignment® is now officially a registered trademark, the ® symbol should be used after this. In heading or as a logo, the words Interior Alignment® should appear in Papyrus font, in either black, white, or red, with the ® symbol.

When referenced in the practices:

Instinctive Feng Shui<sup>TM</sup>, Synchro-Alignment<sup>TM</sup>, Medicine Wheel Feng Shui<sup>TM</sup> or Seven Star Blessing<sup>TM</sup> Space Clearing, the TM letter should be placed appropriately. It is permissible, when repeating these same words many times on the page to place the <sup>TM</sup> marks after the words on the first use, and in the footnotes, place the following (as an example)

Instinctive Feng Shui<sup>TM</sup> is a trademark of Interior Alignment, LLC.

# FAQs

## **Where do I find my customized agency mark or master files for printed materials?**

*If you do not already have a custom logo package please email [admin@interioralignment.com](mailto:admin@interioralignment.com) and for them to be emailed.*

## **Can I customize the IA mark?**

*No, the mark may not be modified except following the conventions provided in this booklet. It is not permissible to add images or text to the mark, or to use portions only of the mark for designs.*

## **When must I use the Papyrus font ?**

*When using the words 'Interior Alignment' in a logo, or preferably when marketing a specific service, the papyrus font should be used, along with the ®. When writing in the body of your text, perhaps describing your training and background, you may keep words in the same font as the rest of your text, but should always use the ®.*

## **Why do I see the mark with different logotypes?**

*Because many practitioners do not understand that the logotype is part of the mark. This booklet attempts to explain that detail, and to emphasize to artists that they may not change the mark.*

## **Who owns the rights to this mark?**

*The mark was designed by Denise Linn Serminars and Interior Alignment, LLC, and they own the rights.*

## **How do I handle it when I see a mark I think infringes on the IA mark?**

*Send the image in question, with information on where it was seen and who it represents to [admin@interioralignment.com](mailto:admin@interioralignment.com).*