

Use of the ACAA Logo

06-Jun-2018

Preamble:

The ACAA Logo is a registered Trade Mark of Association of Consultants in Access, Australia, Inc. Unauthorised use of ACAA's Trade Mark is prohibited and will be treated as an infringement of copyright.

Who can use the Logo?

The Logo can only be used by current financial members of ACAA in the following class: Accredited Member, Associate Member and Corporate Sponsor. For the purposes of this policy Corporate Sponsors are also deemed to be ACAA members. Affiliate Members and all other membership categories are ineligible to use of the logo.

How can the Logo be used?

The Logo may be used or displayed on letterheads, business cards, reports and websites, including other marketing material Any other use requires written approval by the ACAA's Secretary.

The logo image cannot be cropped. The entire logo which includes the member's name and membership number (for Accredited and Associate members) is required to be displayed. This also applies to Corporate sponsors.

Permission to use the Logo

On renewal of membership, the renewal form has an option that states "I declare I/we will abide by the ACAA member/sponsor logo usage rules". Once this option is selected and the membership category is approved, your logo will be supplied in an electronic format.

File format

Both PNG and JPG files formats will be provided in high resolution format and for use on websites.

Terms and Conditions

- Under no circumstances is a member or corporate sponsor is permitted to provide their copy of the Logo to another party, other than for its preparation for their own use.
- The Logo may only be used in the format as supplied with no alterations permitted, other than size can be adjusted to suit the relevant media up to A4 in size. Any change in use or size greater than A4 requires written permission. Under all circumstances the Logo's proportions and colors must be preserved.
- Use of the ACAA Logo must NOT imply ACAA promotes, endorses or sponsors an organisation, service or product. Placement of the logo must be discreet and secondary to any other corporate or business logo used by a member or Corporate sponsor.
- Logo Images mounted in any electronic medium or PDF documents where hyperlinks are possible must contain a link back to the ACAA website home page to verify a member's status as a financial membership.
- Authorisation to use the Logo will automatically lapse upon being an un-financial member / Corporate sponsor, downgrading to affiliate, or retirement from the ACAA.
- In providing approval to use the ACAA Logo, ACAA assumes no responsibility or liability for the opinions or statements of facts expressed by the individual or Corporate sponsor using it in its advertising, promotion, letterheads or other printed or electronic material.
- ACAA may request in writing that the member or corporate sponsor cease using the ACAA Logo should the member be in breach of any of the Terms and Conditions of use.
- Any breach of these guidelines may result in disciplinary action.
- ACAA reserves the right to change these terms and conditions at its discretion. Reasonable notice of any proposed changes will be provided to Members or corporate sponsors.