



POLICY & PROCEDURE

DISTRIBUTION AND USE OF OFFICIAL ANIA LOGO

POLICY

The official national ANIA logo should be used for all national association sponsored, co-provided, or endorsed business, marketing, and communication. ANIA chapters may use their chapter ANIA logo on items related to official chapter use, for example: promotional materials for educational programs or chapter banners. Any use of the national ANIA logo must be approved by the ANIA president or designee. Neither the national ANIA logo, nor an ANIA chapter logo, may be used to promote an individual's or other associations' position or opinion; nor be used by any other organization or company without ANIA's written permission.

PROCEDURE

- a. Contact the national office for a copy of the ANIA logo if to be used on chapter printed materials.
- b. Chapters may use their chapter ANIA logo at their discretion. Chapters wishing to obtain permission to use the national ANIA logo on a fund-raising item must submit a request, in writing, to the ANIA president or designee. The ANIA president or designee will provide a written response to the chapter to approve or deny use of the national ANIA logo.
- c. If the ANIA logo is approved for use by a non-ANIA entity, the national office will distribute the official ANIA logo, along with instructions for use after a contract has been signed between ANIA and the other party. The contract must provide specific details of any use of the logo prior to use to ensure use is in compliance with ANIA's policies.
- d. If the ANIA logo is misused, the president will seek the advice of legal counsel if warranted and will address with the user, in writing, measures to correct misuse of the logo. Correction measures may include retractions, published acknowledgements, legal actions, and punitive actions in response to the misuse.