

## Association Policy Statement

### Usage of Association Logos and Trademarks

**Adopted:** April 2009  
**Revised/Reaffirmed:** 2009  
**Expiration:** 2011

This policy establishes the usage of logos and trademarks of the Association.

#### Notices on Association Web Site

The following verbiage shall be posted on the web site:

©2006-2009 Association of Information Technology Professionals. All rights reserved.

“AITP”, the AITP logo, “Information Executive”, “Nanosecond”, the “NCC”, and “No matter how sophisticated the technology, it still takes people!” are trademarks of the Association of Information Technology Professionals.

#### Terms and Conditions of Using Logos and Trademarks of the Association

By downloading Association logos, graphics, or other electronic files from this website, you agree to these Terms and Conditions and agree to follow all usage guidelines outlined in the Use of Logos Policy and Guidelines. **The inappropriate use of the logos is prohibited by law unless expressly licensed or approved by the Association of Information Technology Professionals.**

The parameters for use of any AITP trademark are as follows:

- Any AITP logo or official graphic file must be accurately shown in proportion and orientation. Distorting or rotating the logo is not permitted. Deconstructing or separating the logo or image is not permitted.
- Any AITP logo or official graphic file must not be incorporated into any other mark or symbol. It may not be used as a border on or around any item.
- You may not use an AITP logo as part of either your name or your company's name.

#### Who Can Use AITP Logos and Official Graphic Files

To be considered an “authorized user” an individual or company must qualify in one or more of the following categories:

- AITP Members – An individual recognized by AITP as a member in good standing.
- AITP Alliance Partners – A company recognized by AITP as an alliance partner in good standing.
- Alliance categories authorized include:
  - Partner affiliates
  - Education affiliates
  - Vendor affiliates

AITP reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the Logo that, in AITP's sole judgment, does not comply with these guidelines, or might otherwise impair AITP's rights in the logo. AITP further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

## **Use of Logos Policy and Guidelines**

Use of the logo must indicate the AITP copyright in any publications and include the following notice in the materials: "©2006-2009 Association of Information Technology Professionals. All rights reserved."

Any other trademarks on this site are the property of their respective owners. Use of these trademarks is strictly prohibited and not authorized for use unless permission is requested of and authorized by their respective owners.

### **1.1 Trademarks and Copyrights of AITP**

Any variation on the AITP logo must be avoided to protect the unifying function and legal identity of the AITP logo. The logo has been in use for multiple purposes and in various forms. It is the intent of the Association to standardize the use of the AITP logo as defined herein.

#### **1.1.1 AITP Brand**

The AITP logo represents a "brand" through which the Association is known to the industry. To build a clear image of our Association, we need to present consistent messages to the market.

To accomplish this, we need:

- One name - AITP chapters around the world will all do business under the name - AITP (Association of Information Technology Professionals) - wherever it is legally possible.
- One voice - We will give consistent messages about who we are, how we work with our members and the value we demonstrate. This is our brand positioning.
- One look - We will give all our communications around the world a consistent look that communicates our brand values.

Communicating our brand consistently in all our external communications and living it in our behavior will create the most favorable image of our Association in the minds of successful business and IT professional leaders.

#### **1.1.2 AITP Logo**

The logo upon which we build our brand consists of four elements: design, color, tagline and typeface.

#### **1.1.3 Policy**

Any variation on the logo must be avoided, as this would reduce the unifying function of the brand. Changes to the logo might also have an affect on the legal standing of the logo.

##### **1.1.3.1 Use of the Logo**

All materials prepared by AITP or any of its member chapters for presentation in a public forum, including web sites, brochures and flyers, and official organization business cards, should present the AITP logo in its approved form.

##### **1.1.3.1.1 Logo Formats**

The logo is available in JPEG and GIF format for web site and document use for professional printing. The logo is available in 4-color format, in 2-color format for reduced printing cost, and in grey-scale for black and white printing. The high-resolution version of the logo is preferred for use whenever possible.

##### **1.1.3.2 Chapter Designation**

Additional text and/or graphics may be used to differentiate chapter materials, but the official AITP logo

should always be used in addition to any chapter designation including use in any official publication and on Chapter web sites.

#### **1.1.3.3 Use of the Logo or Official Graphic Files by Other Organizations**

The official AITP logo or official graphic files may not be used by any other organization without the express written consent of the Association. Permissible uses of the logo include use of the logo on materials for educational events sponsored by the AITP and on-line links to the AITP website from official Sponsors at either the local, regional or national level. Links from other non-Sponsor organizations are permissible when approved by the Association Executive Director.

#### **1.1.3.4 Business Cards**

The official AITP logo should be used on official business cards for officers of the Association including its board members as well as any regional and/or local chapter officers and directors. These business cards must be for Association business only. Chapter logos may also be included on chapter officer business cards.

#### **1.1.3.5 Improper Use**

The logo may not be used on non-Association materials, including web sites, brochures and non-Association business cards, without the express written consent of the Association Executive Director.

#### **1.1.4 Availability**

The official logo and official graphic files will be made available to the Chapters in both presentation and printable format on the web site and through the Association's headquarters personnel.