



## PBPA Member Logo Usage Guidelines

Use of the “Proud Member of” PBPA logo is reserved for PBPA members in good standing.

PBPA members must agree to, and comply with, the following requirements and restrictions relating to the use of the PBPA Member Logo (“Member Logo”):

PBPA members are encouraged to identify themselves as PBPA members or refer to their PBPA Membership or participation in a PBPA activity in the context of professional or commercial activities or communications, provided the use does not imply PBPA approval, endorsement, or recommendation, including without limitation with respect to any content, company, product, or service. Members may use the PBPA member logo to identify themselves as PBPA members only.

**Authorized Use:** A PBPA member in good standing may use the Member Logo to represent their status as a PBPA Member in professional advertising and informational materials, including any business cards, letterhead, website, brochures, email advertising, and other marketing materials. The PBPA name and logo may not be used in any other manner without the prior written consent of PBPA. Permission to use the PBPA name or logo may be rescinded by PBPA at any time at PBPA’s sole discretion.

**Termination:** In the event that an organization’s PBPA membership expires, lapses, is suspended or revoked or is otherwise terminated by PBPA, the member agrees that it will discontinue the use of the Member Logo, and will remove the Member Logo from all advertising and informational materials, both print and online, and internet sites immediately. If an organization has not re-applied for membership at the end of its membership term, it must cease use of the Member Logo immediately upon expiration of membership.

**Proper Appearance of Membership Logo:** The Member Logo must always be used in its entirety, without any changes made to its shape or contents, and must be displayed in its proper colors. When displayed, the Member Logo cannot appear larger than the member’s company logo. Materials that include the Member Logo must clearly indicate that the member is the source of the educational goods or services advertised.





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### **Proper Use of Member Logo:**

- The Member Logo must stand by itself, and may not be combined with any marks, designations, or logos.
- The Member Logo may not be used in any fashion that would imply that the member is affiliated with PBPA in any way other than as an organizational member.
- The Member Logo may not be published in conjunction with any statement or material that, in PBPA's judgment, may be harmful to PBPA's goodwill or may tend to undermine PBPA's credibility.
- The Member Logo generally may be used in the same location as other affiliation marks or logos but must remain separate and distinct so as to avoid confusion, and to avoid the appearance that other marks, groups, programs, or organizations are associated with, or endorsed by, PBPA.
- Use of the Member logo on a member's website must include a hyperlink to the PBPA webpage <https://www.PBPA.info>.
- At PBPA's request, the member shall provide PBPA with copies of all materials containing the Member Logo for review, including, but not limited to, brochures, line sheets, advertisements, and promotional materials.

**Right to Revise or Discontinue Member Logo Use:** It is within PBPA's sole and exclusive discretion to require that a member revise or discontinue its use of the Member Logo. If a PBPA member fails to revise or discontinue the use of the Member Logo as directed by PBPA, PBPA retains the right to terminate that organization's membership.

**Non-Assignment/Non-Transferability:** Permission to use the Member Logo is limited to the PBPA member and may not be assigned to, transferred to, or otherwise used by any other individual, organization, business, or entity.

**Reporting Obligations:** A PBPA member has the responsibility to report the unauthorized use, misuse, or other violation of this policy to PBPA in a timely manner, including any circumstances where a member becomes aware of the use or infringement of the Member Logo by an unauthorized individual or organization, or the improper use of the Member Logo by a PBPA member.

**Ownership Rights:** PBPA retains all ownership rights concerning the Member Logo and its other corporate logos. All matters concerning the proper use of the Provider Logo should be directed to Christine Dooley, [christine@pbpa.info](mailto:christine@pbpa.info).

The PBPA member that receives or downloads the logo accepts and agrees to comply with, the requirements and restrictions stated in this Agreement and all applicable PBPA policies, which are incorporated by this reference. By using the logo, the PBPA member representative indicates that they have read, understand, and agree to the terms and conditions set forth in this Agreement on behalf of the member organization.