

VHMA Logo Usage Policy

Use of the association's distinctive logo is a benefit of membership. Members are encouraged to promote membership in the organization and what it stands for by using the logo on forms, business cards, stationary, and in advertisements.

The logo, and any marks associated with the association, are the property of the association and are protected by state and federal laws. Use of the logo is contingent upon your agreeing to the following licensing provisions.

- #1. The logo is the property of the organization.
- #2. Members in good standing may use the logo on stationary and in advertising to indicate membership.
- #3. The logo of the organization may not be used by a member without the words "Member" incorporated into the design.
- #4. Members may not use the logo to state or imply that the organization has endorsed their company or their company's products or services.
- #5. Members agree not to place the logo on their products.
- #6. Members will indemnify and hold the organization harmless for any damages, including attorney's fees, incurred by the member as a result of the use of the logo.
- #7. Members agree to cease using the logo upon request of the board of directors or staff.
- #8. Members agree to pay the organization for all costs and attorney's fees incurred by the organization in any action against a member to enforce the terms of the license agreement.
- #9. These licensing provisions do not apply to the use of the CVPM and VHMA Business Alliance Partner Logos, which have their own logo usage policies.