

Policy No: A-3

Subject: AASL Logo

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Effective Date: June 27, 2015

Revision Date(s): June 13, 2018

Review Date(s):

Review Responsibility: Bylaws Committee

Policy Statement:

The AASL logo is the graphic identity for the national organization and may only be used in accordance with this policy.

Focus:

AASL Members

Purpose:

To describe the official logo of AASL and outline conditions of its use by Affiliates and other supporters of AASL.

Procedure:

1. The AASL logo is a specifically designed form of the association's name and is not to be altered in any way without the express written consent of AASL.
2. This logo is the sole property of AASL and can be used only in conjunction with national programs or with specific written permission of AASL. The logo may not be used in conjunction with any product offerings and/or non-AASL events, or to imply a connection with, sponsorship by, or endorsement by AASL when no such relationship exists.
 - 2.1 State Affiliate organizations are encouraged to create their own logo or trademark.
 - 2.2 An Affiliate organization may use the AASL logo with the statement "Affiliated Organization of AASL," provided additional trademarks or service marks are not used in close proximity or as part of the above-described logo. Any additional copy below the logo must be located the distance of the logo's baseline to the name's baseline. Other elements must not crowd the logo, which must be easy to read. Use of the AASL logo by an Affiliate organization for purposes of the Affiliate's logo must be reviewed and approved by AASL.
 - 2.3 Adding special effects to the logo or distorting it artistically is not permissible.
 - 2.4 The entire logo must be used, and it must always be printed in landscape (horizontal) orientation. It may be reduced or enlarged to suit the use (within the guidelines specified in 3.5 below), but the scale of the logo must be retained.
 - 2.5 The minimum logo size should be 1.5" (200 pixels) in width for the "AASL" block letters to ensure that all type within the logo remains readable. The preferred size for small use is 2" (350 pixels) in width and 2.75" (500 pixels) in width for most publications.
 - 2.6 Any rights granted to use AASL's logo are granted pursuant to a license only and conveys no other ownership rights. AASL reserves the right to revoke or refuse permission to use the logo if the association deems the use is not in the association's best interest. It also reserves the right to take action against any unauthorized use or misuse of the logo.