

Section A: Administrative

A – 12 – Logo Usage

Review Responsibility: Executive Director and Board of Directors

Policy Statement: ASTA maintains control over the usage of its logo by members and non-members.

Purpose: To ensure ASTA members and non-members use the logo in the proper way and to preserve its integrity.

Procedure:

- 1) **Registered Trademark.** To protect the ASTA logo and acronym from infringement, it has been registered as a trademark and thus is protected by federal law from improper use or representation and unauthorized alternation. As a registered trademark, the symbol of federal registration “™” must never be deleted from the logo except on certain uses approved by the Executive Director.
- 2) **Size.** The size of the logo will vary depending on application and use; therefore it can not be standardized. However, if the words American Spice Trade Association are not legible it is customary for a logo to not print the words and instead to solely print the graphic or icon.
- 3) **Colors.** The official color of the ASTA logo is PMS 548. For official use of the logo on letterhead, business cards, or legal documents the preferred color is dark blue.
- 4) **Member Use.** A representative of member companies may use the ASTA logo on letterhead or business cards, and may state on printed media including letterhead and business cards, that they are a member of ASTA. Member companies may list their membership with ASTA on their Web site and use the ASTA logo to accompany their membership statement. Members are reminded of their authority to use the ASTA logo on their website during each dues renewal cycle.
- 5) **Use in Publications.** Member companies may use the ASTA logo in articles and publications when they are referencing the American Spice Trade Association. However, a *disclaimer must be included indicating the views and opinions of the author do not reflect the views and opinions of the American Spice Trade Association (ASTA).*
- 6) **Non-members.** Non-members may use the ASTA logo in articles and publications when they are referencing the American Spice Trade Association, only if prior written approval was received from the Executive Director. However, a *disclaimer must be included indicating the views and opinions of the author do not reflect the views and opinions of the American Spice Trade Association (ASTA).* ASTA monitors the use of logos on websites of companies who have resigned membership and encourages members to notify the office if they see use of an ASTA logo by non-members. If a non-member is using the logo in such a way as to imply membership in ASTA, staff shall contact them and request that the logo be removed. Cease and

desist letters and any other legal steps required will be taken if unlawful use of the logo continues.

- 7) **Questions about Logo Use.** Questions regarding the proper use of the ASTA logo should be directed to ASTA Executive Office.

Approved: September 2008

Amended: February 2013, October 2021