



TRADEMARK/LOGO USE POLICY

PURPOSE

The purpose of the LADD Trademark/Logo Use Policy is to describe the logo in clear terms, define general classes of acceptable and prohibited use. The policy does not define every imaginable use of the logo, but does provide a clear path to seek approval for variations of the standard logo.

SCOPE

This policy applies to all LADD employees.

POLICY

It is the policy of LADD to ensure the LADD logo is maintained, as designed and with the original intention to be used so that a consistent public image is presented in all official LADD endeavors.

STANDARDS AND DEFINITIONS

- The LADD logo cannot be modified, used in an inappropriate manner or altered/used for reasons other than official LADD business without the express written permission of LADD Administration. This includes the use of altered logo on letterhead, clothing, websites, promotional materials or any other items.
- This LADD logo will help to strengthen the LADD name and image through a consistent branding, a distinctive logo used throughout all of our events, publications, and activities.
- The basic LADD logo consists of two parts: the graphic element and the text element. There are variations that add the company address and full name.



- Proper use of the logo will incorporate both the graphic and text elements. It is understood, however, that certain uses of the logo preclude the inclusion of the text element. For example, use of the logo on a pin or badge, or on the spine of a book may necessitate the use of the graphic element alone. Wherever possible, however, the graphic and text elements should be used together.

PROCEDURE

Committees and projects of the LADD organization are free to use the LADD logo, provided the following guidelines are considered:

1. The logo and text should be used together, as defined, whenever possible.
2. The typeface shall not be altered or replaced with another.
3. The proportions of logo and text shall be retained when possible. It is understood that certain design opportunities necessitate the use of the logo without the text.
4. Decoration of the logo is acceptable as long as the basic logo remains clearly visible.
5. If a design is to include the LADD logo then the design must to be submitted to Administration for written approval prior to printing.
6. If requesting the LADD logo to be used on a clothing item, then approval must be obtained.

7. For clothing items, the left chest is always only used for LADD logo although the LADD logo can be in other areas.
8. The people who receive support services from LADD, can have shirts that have positive sayings on them, but not the LADD logo. This is, due to the fact this may draw unnecessary attention or stigma to them.

Prohibited Uses

Examples of prohibited use include, but are not limited to, the following:

1. Personal use of the LADD logo in social networking sites such as Facebook, LinkedIn etc.
2. Any implication of endorsement by the organization or its activities;
3. Commercial uses (placement of the logo on product packaging);
4. An individual's use of the logo for purposes other than acknowledging membership or participation in our activities;
5. Combination of the organization's logo with another logo unless it is part of a list of donators, etc.
6. Violations of this policy must be reported to a member of management for further action.

