

ACEA POLICIES and PROCEDURES

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| Section: ACEA Image | Index: 401.00 | Supersedes: New |
| Subject: ACEA Branding Identity | | Effective: April 1, 2007 |
| Proposed By: Board Members Date April 1, 2007 | Approved By: Date | |

Purpose

To ensure positive image and consistency with the ACEA Logo.

Scope

This policy applies to all ACEA members and the general public.

Policy

Members may request approval to use the ACEA logo from the Executive Director or the Board of Directors. The ACEA logo may be used for an ACEA member company on items such as letterhead, brochures, booklets, newsletters, catalogs, bulletins, announcements, fliers, programs, invitations and/or websites; both in paper and electronic formats. No approval is needed for ACEA members to use the ACEA logo to promote the fact they are a member of ACEA. Such approval does not preclude the Executive Director or Board of Directors authority to stop any use of the ACEA logo deemed not to be used in the best interest of ACEA.

No changes or additions may be made to the ACEA logo without prior approval from the Executive Director or Board of Directors.

The general public may request approval to use the ACEA logo from the Executive Director or the Board of Directors. The general public may use the logo to promote ACEA, or to promote an ACEA event or activity.

Under no circumstances should the ACEA Logo be used by an ACEA member, or the general public, to make their literature appear as "official" ACEA correspondence.

Procedure

All requests for permission to use the ACEA logo must be in writing to include email to the Executive Director or the Board of Directors. If a committee member makes the request for use of the ACEA logo, this request must include the committee chairman. Upon approval, the logo will be emailed in a Tiff or a Jpeg format. The logo may be black or a royal blue. The height and width will remain in proportion.