

AMERICAN CONNEMARA PONY SOCIETY

Document Number: ACPS PO6

Document Name: Policy on the Use of the ACPS Seal



NEED FOR A POLICY

One of the Society's valuable assets is its Seal or Logo. The seal is actually the Society's trademark, and helps to distinguish the ACPS from other organizations. It is an asset that should be used correctly and protected. Improper use of the Seal or Logo can result in the loss of the trademark to the Society.

PROTECTION OF THE SOCIETY'S SEAL

The responsibility for protecting the integrity of the ACPS Seal is shared by all its members, whether the seal is used in letters, signs, articles, advertising, clothing, etc. It is only through our diligent efforts to observe the fundamentals of proper trademark use that we can feel confident that the Society's trademark will be preserved.

USING THE SOCIETY'S NAME AND SEAL

The use of the Society's Name and/or Seal will be in compliance with the following general guidelines:

A. In principle, the Society will not permit the use of the Society's name or its primary seal by any other entity unless:

1. The Society has directly or indirectly a controlling interest in such entity;
2. The relationship with such entity is intended to be long term;
3. The Society has the right to rescind or otherwise promptly terminate the use of the Society's name or its seal.

B. Regions shall be permitted to use the Society's Seal for the purpose of promoting the activities of the Society.

Permitted uses by Regions shall include:

1. Use on letterhead and in newsletters
2. Use on signs and advertisements promoting the activities of the Region and the Society
3. Use on clothing and other articles for sale provided that a royalty of 10% of gross sales is paid to the Society for use of the Seal.
4. Use on ribbons and other awards presented at Regional Shows and for other Regional awards.

C. Members shall be permitted to use the Society's Seal for purposes of promoting the activities of the Society or for Society business. Private use by members shall be limited to identifying individuals as members of the Society.

Permitted uses by members shall include:

1. Use on letterhead and other correspondence used for Society business.
2. Use in advertisements to indicate membership in the ACPS provided that the phrase "Member ACPS" accompanies such use.

D. Members are prohibited from using the Society's seal for personal gain or profit.

Prohibited use shall include:

1. Use of the Seal on any goods to be resold for personal profit.
2. Any use that would imply that a pony has passed the inspection process
3. Any use in advertisements that would imply endorsement by the ACPS.

Revision History:

Date	Changes	Author
1/18/97	New – approved by BoG, San Diego, CA	
10-06	Updated format	Chris Knox