

ATPE Policy on Member Use of ATPE Brand Assets

Article XIII, Section 3, of the ATPE State Bylaws states: “Any regional or local unit of ATPE may petition the Board of Directors for a license to use the logo of the Association. Such petition shall contain a specific description of the use to be made of the logo and a pledge that all monies collected through such use will be paid directly to the unit presenting the petition and not to any individual. The Board may approve such uses by majority vote.”

As a business organization, the Association has a vested interest in protecting its brand assets (including but not limited to its logo in all variations, its mark, its name, proprietary photography, and its typefaces and color palettes) as part of its overall brand identity. To protect the ATPE brand assets, the ATPE Board of Directors delegates to staff the responsibility for enforcing the following policies regarding ATPE member use of ATPE brand assets:

- All use of ATPE brand assets, whether in promotional materials, communications, or marketing collateral, including social media graphics, must comply with the ATPE Brand Standards. Questions regarding compliance with the ATPE Brand Standards are to be directed to ATPE Marketing & Communications.
- Requests for use of ATPE brand assets must be made to the ATPE Executive Director or the Executive Director’s designee.
- A region or local unit may request use of the general ATPE logo to produce promotional items for use as **gifts** or **marketing collateral** (i.e., “swag” for distribution at events). Requests must include a description of the item to be produced.
- A region or local unit may only produce materials for **sale** that are specific to their region or local unit. (For instance, a region may produce a themed T-shirt for its members to wear at the ATPE Summit, but it needs to be branded as a Region X ATPE T-shirt, not an ATPE T-shirt.)
- Themed designs (e.g., shirts that tie into an event theme) created by local units and regions may only use the letters “ATPE,” not a logo or the mark.
- An individual member may not use ATPE brand assets to sell products to the public. An individual member with a promotional items business may enter into an agreement with a region or local unit to produce items for the region or local unit subject to the overall ATPE Policy on Member Use of ATPE Brand Assets.
- When use of ATPE brand assets is identified that does not comply with the ATPE Brand Standards, staff will work to identify both the creator and user of the brand assets and counsel them to cease using these materials, as well as provide guidance on how to remedy the design.
- Local units and regions are responsible for using only the most up-to-date versions of ATPE brand assets and must timely dispose of materials containing logo versions and marketing information that is no longer current.

To avoid any unnecessary cost or delay, ATPE strongly recommends a local unit or region seek advice from ATPE Marketing & Communications on any planned use of ATPE brand assets prior to production or incurring expense related to production.

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