



Use of ASIS Name and Logo

Procedure 1070

Procedure 1070: Use of the ASIS International Name and Logo

I. Service Mark

Use of the ASIS name and logo are subject to the following conditions, designed to protect its legal rights and to protect the public against confusion or deception as referred to in the ASIS International Logo Usage guide:

A. The headquarters staff, members of the Board of Directors, and Officers of ASIS may display the logo and name only in connection with official activities of ASIS. Such activities shall include meetings, publications, correspondence and any other activity of ASIS undertaken to promote the interests of the security profession.

B. ASIS accredits and charters local chapters meeting certain qualifications. These chartered chapters may use the ASIS logo only under the following conditions:

1. Whenever the logo is displayed on flags or pennants or on stationery, it should appear with the tagline. The tagline should be dropped to enhance readability, if the design must be smaller than the minimum size of one inch in width.
2. The use of the abbreviation ASIS without the full name of ASIS International included on items such as pins is prohibited except, with prior approval, in cases of special limitations on size or space for the display, as noted above.
3. The logo may be used on the stationery of chapters in conducting the business of ASIS, subject to the conditions spelled out above. On stationery, the minimum size of the ASIS logo is one inch in width.
4. When the logo is used on a flag, pennant, or banner, the size of the logo may not be less than half the size of any other figure, logo, or symbol appearing on this same item.
5. To use a color combination other than black and red refer to the ASIS International Logo Usage Guide for approved formats.
6. The ASIS logo may not be altered by adding a chapter name, chapter number, and/or a chapter logo to the existing logo.

C. All graphics involving identification with the use of the ASIS name need approval of the Executive Vice President and Chief Executive Officer, and must conform to the ASIS International Policy and Procedures Manual and Logo Usage Guide. All design requests should be submitted to, and will be created by, the Headquarters Marketing Division for branding purposes. ASIS Chapters, Councils and other governance groups may use only the approved logo and graphic designs for their respective group as identified in the Logo Usage Guide.



Use of ASIS Name and Logo **Procedure 1070**

II. Collective Service Mark

- A. Display of the logo by any member of ASIS is authorized only on certificates of membership and the individual membership cards issued by ASIS.
- B. Use of the phrase, "Member, ASIS International," may be used by any member on business cards and stationery, without replication of the ASIS logo.

References

Article I, Bylaws

Article II, Section 2, Bylaws

Policies and Procedures 1000, 1012 and 4000

ASIS International Logo Usage Guide

Revised April 2010