



## **AREMA Branding Policy**

Branding means the promotion of a company by means of advertising and distinctive design. It is important that AREMA's branding is not used outside of the scope as detailed below. The AREMA Logo and other logos affiliated with AREMA programs are legally protected and may be used only with AREMA's permission. These restrictions apply to AREMA's Logo, Name Use and even Colors. Any questions on the items noted below should be forwarded to [marketing@arema.org](mailto:marketing@arema.org).

### **AREMA Logos**

1. The legal restrictions mean that the AREMA logo/branding can only be used by AREMA (e.g. staff, officially sanctioned events). This includes any logo affiliated with AREMA activities (ex. Symposium/Conference Logos) or any logo created outside of the base AREMA logo for a specific purpose (Committee Logos, Publication Logos, Seminar/Webinar Logos, Student Chapter Logos, etc.). These restrictions ensure that the AREMA branding/logos are used correctly. The proper use and guidelines to follow regarding "specific purpose logos" will be established and will be given to those who have permission to use said logos.
2. AREMA Members do not have permission to use the AREMA logo on business cards or other advertising.
3. AREMA is an individual membership association and therefore does not have "corporate" members. The fact that a supplier or consultant company has employees who are members of AREMA does not give that company the right to use the AREMA logo or to imply that the company is a "member" of AREMA.

### **Social Media**

1. Any member or group of AREMA members who wish to use a social media application may do so; however, they cannot use the AREMA name or logo to present themselves as representing AREMA. Additionally, they may not create or develop social media accounts, profiles or initiatives bearing AREMA's name.
2. AREMA does not endorse, and specifically disclaims, any responsibility or liability for any content submitted to or contained in any unapproved or unofficial social media accounts, profiles or initiatives bearing AREMA's name or its logo or any logos.