LOGO USAGE POLICY FOR MEMBERS

Any questions concerning use of the logo or the terms and conditions of this license should be directed to the FAZA Officers as listed on the FAZA website at www.flaza.org.

Who can use the FAZA logo?

FAZA Voting Members including AZA-accredited zoos and aquariums and certified Related Facilities in good standing with FAZA may use the logo as described below. Affiliate and Associate Members are not permitted use of the logo identity.

How can the FAZA logo be used?

The logo may be used in a professional manner on the user's business cards, stationery, literature, advertisements, or web site. Notwithstanding the foregoing, the logo may NOT be used on: any product; in any manner that discredits FAZA or tarnishes its reputation; is false or misleading or that violates any law, regulations, or other public policy.

Upon approval of content by the FAZA Officers or Board, the logo may be used on FAZA committee documents and position statements.

Rules for Using the Logo

Please observe all of the following rules when using the logo:

- Use only the approved digital artwork. Never re-typeset the logo.
- Never reproduce the logo in colors other than the approved colors.
  - Green: CMYK color (70%,20%,100%,5%) | Pantone Equivalent: 2421 C
  - Blue: CMYK color (80%,50%,0%,0%) Pantone Equivalent: 2727 C
- Never outline the logo.
- Never distort the logo. Always scale it proportionately.
- Never place the logo on a color background without sufficient contrast.
- Never place a white version of the logo on a dark background.
- Never place the logo on a cluttered background. Make sure that the background ensures good legibility. The preferred background color for the full-color logo is white.
- Never reproduce the signature logo smaller than .75" in width.

Where to get the logo

Download the approved FAZA logos in bitmap and vector formats from the Members Only section of the FAZA website at www.flaza.org.

Compliance

The FAZA logo is the sole and exclusive property of the Florida Association of Zoos and Aquariums (FAZA). Any failure by a user to comply may result in the immediate revocation of this license, in addition to any other sanctions imposed by FAZA. The interpretation and enforcement (or lack thereof) of these terms and conditions, and compliance therewith, shall be made by FAZA in its sole discretion. The logo shall remain at all times the sole and exclusive intellectual property of FAZA. Without further notice, FAZA reserves the right to prohibit use of the logo if it determines, in its sole discretion, that a user's logo usage, whether willful or negligent, is not in strict accordance with the terms and conditions of this license.