

SVAMC LOGO USE GUIDE

Authorized users and purposes.

The purpose of this Logo Use Guide is to support the activities of individuals and entities **who are authorized by SVAMC** to use our logos. It does not, on its own, grant you permission to use our logos. Suppliers, contractors and other third parties must have a written contract or permission from an authorized SVAMC officer specifically authorizing use.

The SVAMC corporate logo is reserved for use by SVAMC and its partners for SVAMC authorized purposes only and only as specified herein. The SVAMC corporate logo may be used only in conjunction with SVAMC activities. The SVAMC corporate logo should never be used in a manner that constitutes, implies or may imply a non-SVAMC activity is authorized, administered or recommended by SVAMC. The SVAMC corporate logo should never be used in conjunction with personal communications or non-SVAMC commercial uses, including the marketing of legal or ADR services.

The SVAMC Tech List Appointees logo is reserved for authorized use by current SVAMC Tech List Appointees and only as specified herein. The SVAMC Tech List Appointees logo may be used only for a Tech List Appointee to identify himself/herself as an Appointee (for example, in written communications and biographies). Past Appointees are not authorized to use any logo.

The SVAMC Members logo is reserved for authorized use by current SVAMC members and only as specified herein. The SVAMC Members logo may be used by a member to identify himself/herself as a member (for example, in written communications and biographies). Past members are not authorized to use any logo.

The SVAMC Young Professionals (SVAMC-YP) logo is reserved for authorized use by SVAMC and the SVAMC-YP Steering Committee and only as specified herein. The SVAMC-YP logo may be used only for SVAMC-YP marketing and related communications. The SVAMC-YP logo should never be used in a manner that constitutes, implies or may imply a non-SVAMC-YP activity is authorized, administered or recommended by SVAMC or SVAMC-YP. The SVAMC-YP logo should never be used in conjunction with personal communications or non-SVAMC-YP commercial uses, including the marketing of legal or ADR services.

SVAMC is a non-profit organization and logos may only be used as authorized and consistent with SVAMC's charter. Logos may not be used for political or electoral purposes, including for endorsing candidates, without specific authorization from an authorized SVAMC officer.

Rules regarding authorized use.

SVAMC logos are valuable, and authorized users must act to protect them. By using a SVAMC logo, you are agreeing to:

- Always follow this guide.
- Never use a logo unless you are authorized to do so.
- Only use a logo for an authorized purpose.
- Never misuse a logo or bring it or SVAMC into disrepute.
- Use the logo only in a manner consistent with SVAMC's mission.
- Never use a logo for commercial purposes without authorization.

- If you have a written contract with SVAMC or written permission from an authorized SVAMC officer, the terms of that authorization take priority over these rules.
- Notify SVAMC of any unauthorized use.

By using a SVAMC logo, you also acknowledge that SVAMC is the sole owner, and promise not to interfere in any way with SVAMC's rights in the logo. All goodwill derived from your use of the logo accrues to SVAMC. SVAMC has the absolute right to revoke permission to use its logos at any time, with or without a reason.

Style guide for use of a SVAMC logo.

1. Only authorized individuals and entities may use a SVAMC logo.
2. Use the correct logo and only for authorized purposes.
3. Never alter or change the design or any design element (including the look, feel, form, color or text) of a SVAMC logo. Don't add to or subtract from the logo. Don't change the layout of the logo's text or alter its appearance. Don't stretch the logo or change its proportions. Never change the appearance of or add anything to the logo.
4. Ensure the logo is displayed in a favorable manner, with a sharp image, and without alteration.
5. Give the logo design room. White space around a logo is important because it shows that it is unique; that it is not another designed element on the page. Don't place other elements too close to the logo. Don't place the logo too close to an edge.
6. Maintain legibility of the logo without altering its appearance. Don't place on a busy background. Don't add a glow, drop shadow, or outline. Instead of altering the logo to work on the background, adjust the background to maximize legibility.
7. EPS logos may be available for high resolution use. PDF logos are available for general printing use. JPEG or PNG logos are available for online use.

[Click here](#) if you have questions about logo permissions, authorization or use.

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