



## **Alberta Herbalists Association Name and Logo Use Policy**

### **General Purpose and Objectives**

The name and logo are valuable properties of the Alberta Herbalists Association (AHA) and the AHA community because they visibly represent the association's commitment to enhance and protect the practice of herbalism in Alberta.

### **Fair Use**

The term "AHA" may be used by media, researchers, etc. as covered by fair use, but may not be altered. Do NOT use lower case letters (i.e. aha, Aha). The AHA logo may not be altered in any manner including colour. The file is available for download at the members area of the AHA website ([http://www.albertaherbalists.com/member\\_area.html](http://www.albertaherbalists.com/member_area.html)).

### **Use by Members**

Only Members of AHA may use the AHA logo to show affiliation with AHA without explicit prior permission so long as it stands alone and is not altered or combined with other images. Common forms may include, but are not limited to, project websites, member affiliated sites and informational material.

### **Use by Non-Members**

Non-members may not use the AHA logo in any fashion to show affiliation with AHA without written permission from AHA.

### **Permission and Approval**

The AHA logo may not be used to imply affiliation with or endorsement by AHA without written permission from AHA. Once permission is granted, the logo may be used only for the stated purpose and in the manner for which permission is granted. Each request will be evaluated individually and permission will be granted based on the discretion of AHA board of directors.