



**Pedorthic Footwear Association
(Revised) Policy on Logo Usage
Effective January 1, 2004**

The Pedorthic Footwear Association's logo is trademarked and may be used only with PFA's permission. Effective January 1, 2004, PFA revokes permission to use its logo from all individuals and businesses that have previously received permission, and invites those members to re-apply for permission in keeping with PFA's revised Logo Usage Policy, stated below.

1. To use the logo, an individual, business or corporation must be a member of PFA in good standing. Categories of members who may use the logo are: Regular Individual Members; Regular Company Members, their Additional Facilities, and their Associate Member employees; Regular International Members; and Vendor/Manufacturer Members. A company that has multiple locations may use the logo only at locations that are members of PFA. In addition, any company operating as a franchisee of a PFA member must hold its own PFA membership(s), as applicable, to use the logo. In no event may a franchisee/company rely on the PFA membership of its franchisor to use the logo.
2. The logo must be obtained from PFA. PFA members are not charged a fee for use of the logo, which will be sent to them in electronic format or as camera-ready artwork. The logo that PFA provides includes the words "Member of" and the international trademark symbol, and when a member receives permission to use the logo, the words and symbol must be included as part of the artwork.
3. When PFA gives permission to use the logo, it may be used on routine individual business transaction instruments without PFA's specific permission; such instruments include the member's business card, stationery, office uniform, and facility interior walls. Such instruments do **not** include advertisements, posters, exhibit booths or other venues which can reasonably be expected to be public rather than individual business instruments.
4. Any other use of the logo must be formally approved by PFA in advance. Those who wish to use the logo must file a written request with PFA, specifically stating how, when and where the logo would be used. It is acceptable to request permission for an indefinite time, such as "for use on ads." However, if the requestor for any reason falls out of good standing with PFA, permission to continue using the logo is automatically withdrawn.
5. If the logo is to be used in advertising, a sketch or sample of the advertisement must be included with the request for permission.
6. The logo may be used only to indicate professional affiliation. **The logo may not be used to suggest or imply endorsement by PFA of any business, laboratory, product, service or educational program.**

7. The logo may not be altered in any way, except that it may be printed in either or both of PFA's corporate colors (dark blue, PMS 288 and teal, PMS 321), in black, in white, in silver or in gold.

8. The logo when used must stand alone and may not be joined to or superimposed over or under any other design.

9. The logo may not be used improperly or frivolously. Misuse of the logo in any way may result in loss of membership and/or legal action.

NOTE: PFA also makes logo decals available to members for use within their facilities. Sale of decals is not intended as a profit center for PFA; rather, decals are provided so members can acknowledge their membership without having to incur significant signage costs. To order a decal, contact PFA's Resource Center.

For permission to use PFA's logo, please contact PFA at 7150 Columbia Gateway Drive, Suite G, Columbia, MD 21046-1151.

Effective January 1, 2004

I agree to abide by all of the terms and conditions as outlined above, and understand that my ability to use the PFA logo may be rescinded at any time for failure to adhere to this policy.

PLEASE FILL IN ALL FIELDS

Email (We will email the logo to you.)

Name

Company

PFA Member Number

Signature

Date

Approved by PFA:

Signature

Name