

ATA LOGO STANDARDS

Archery Trade Association member companies can use the ATA logo on their products to identify those items as non-counterfeit original products, per the ATA's Membership Terms and Conditions.

Which Logo Can Be Used?

The logo that may be used is the ATA Corporate Logo. This logo may only appear in the colors listed below, or in the style guide that accompanies the logo when it is shared by ATA staff. Any other use of the logo is strictly prohibited. The logo files may not be altered in any way, except to resize them for use as provided for below. Members wishing to use the logo should request it from Allison Jasper, ATA's Director of Marketing & Communications: allisonjasper@archerytrade.org.



Primary logo



Single Color Use - Blue



Single Color Use - Black



Single Color Use - Gray



Single Color Use - Reversed

When Can the Logo Be Used?

The logo may be used on products and in advertising as long as the company is a member in good standing of the ATA. The logo is the property of ATA and may only be used by a member during that member's period of membership.



Area of Isolation: 2x the size of "T" center stroke

CONTACT

For questions or requests regarding logo files, please contact ATA's Marketing & Communications Director:

ALLISON JASPER

866.266.2776 x118

allisonjasper@archerytrade.org



DO NOT MANIPULATE



Do not distort



Do not drop elements



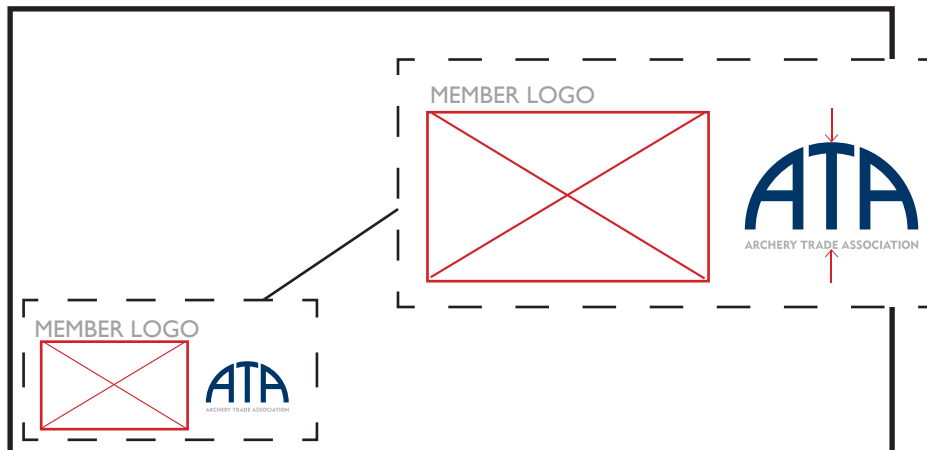
Do not add elements

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How Can the Logo Be Used?

Per the Membership Terms and Conditions, the logo may be used by ATA member companies to represent the originality of their product(s). The ATA logo is in no way considered a certification or endorsement of any product. The logo may be displayed on product or packaging, and in printed, online or electronic media. The logo must be clearly visible on the product or packaging, and must always be accompanied by the primary logo of that product's manufacturer. The ATA logo must always be smaller in size than the manufacturer's logo so that the identity of the manufacturer is obvious.

Packaging Example:



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 **NAVY** CMYK
100 / 55 / 0 / 55
PMS 540

 **COOL GREY** CMYK
0 / 1 / 0 / 43
PMS Cool Grey 8

When Must We Stop Using the Logo?

The member must cease placing the logo on any product as of the date membership is terminated by either party, regardless of why membership is terminated. Likewise, the member must withdraw any online, print or electronic advertising in which the ATA logo is displayed. There is no grace period for the withdrawal of advertising or promotional materials, nor is there a grace period in which the member must cease logo use on products. The usage of the ATA logo must cease as of the date the membership is terminated. The ATA's Membership Terms and Conditions details the legal remedies available to the ATA in the event that the ATA logo is used without permission.

Members with questions are encouraged to contact the ATA for more information.