

ATA MEMBER SEAL GUIDELINES

PRIMARY MEMBER SEAL



SEAL-APPROVED COLOR

PMS 202c

C:9 R:132
M:100 G:0
Y:64 B:41
K:48

#840029

LOGO SPACING



CONTACT INFORMATION

For questions or requests regarding logo files, please contact:

ALLISON JASPER

ATA Senior Director of
Marketing and
Communications

866.266.2776 x118

allison.jasper@archerytrade.org

ALTERNATIVE COLOR USE



Archery Trade Association member companies can use the ATA member seal on digital, print or packaging assets to identify as an ATA member, per the ATA's Membership Terms and Conditions.

Which Logo Can Be Used?

The logo that may be used is the ATA member seal. This logo may only appear in the seal-approved color, or in the style guide that accompanies the logo when it is shared by ATA staff. The logo files may not be altered in any way, except to resize them for use. Members wishing to use the logo should request it from:

Allison Jasper

ATA's Senior Director of Marketing and Communications

allison.jasper@archerytrade.org

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.

How Can the Logo Be Used?

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 member seal must always be smaller in size than the manufacturer's logo so that the identity of the manufacturer is obvious. The ATA logo is in no way considered a certification or endorsement of any product.

When Must We Stop Using the Logo?

The member must always 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 member seal 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 member seal 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.