

AHVAP Logo Usage Policy

Purpose

The Association of Healthcare Value Analysis Professionals (AHVAP) logo is a valuable organizational asset and represents the integrity, credibility, and reputation of our association. This policy establishes guidelines for the proper and authorized use of the AHVAP logo to ensure consistency, protect its integrity, and promote our brand across all platforms.

Scope

This policy applies to all AHVAP members, partners, Industry Partners, vendors, affiliates, and any external organizations or individuals seeking to use the AHVAP logo in any capacity, including on websites, marketing materials, publications, and promotional items.

General Guidelines

1. Authorized Use
 - The AHVAP logo may only be used with prior written permission from AHVAP and must adhere to the guidelines outlined in this policy.
 - Approved use of the logo is limited to activities that promote the mission, values, or partnerships of AHVAP and must not be used in a way that misrepresents the association or implies endorsement of a product, service, or entity without explicit approval.
2. Logo Usage Request Process
 - To request permission to use the AHVAP logo, submit a written request to info@ahvap.org with the following details:
 - Purpose of use.
 - Format and location of the logo display (e.g., digital, print, website, etc.).
 - Duration of use.
 - Requests will be reviewed, and approval will be provided in writing. Unauthorized use of the logo is strictly prohibited.
3. Logo Versions and Formats
 - The AHVAP logo is available in approved color and black-and-white versions, as well as in different file formats (e.g., .jpeg, .png, .eps) for digital and print use. Only official logo versions provided by AHVAP may be used.
 - Alteration, distortion, or modification of the logo in any way is strictly prohibited. This includes changing colors, proportions, or adding/removing elements from the logo.

Specific Guidelines for Logo Usage

1. Size and Placement
 - The logo must be used in a size that ensures legibility and clarity. It should not be smaller than 1 inch in width for print or 100 pixels in width for digital formats.
 - Clear space around the logo must be maintained to prevent it from being overcrowded. The minimum clear space should be equal to the height of the "A" in the AHVAP logo. AHVAP HQ maintains a brand standards guide to assist with appropriate logo usage.
2. Color Specifications
 - The AHVAP logo must only be reproduced in its official colors (provided by AHVAP), in grayscale, or in black-and-white, depending on the approved use.

Altering the color of the logo is not permitted unless an exception has been made in writing. All logo files must be requested from AHVAP HQ in writing.

3. Prohibited Uses

- The AHVAP logo may not be used in any manner that implies endorsement, partnership, or sponsorship of a product, service, or organization without express permission.
- The logo cannot be used in any context that is defamatory, offensive, misleading, or in any way that could harm AHVAP's reputation.
- Use of the logo in any commercial activity for personal or financial gain is prohibited.

Use of AHVAP Member Logos

1. Members in Good Standing

- AHVAP members in good standing may use the AHVAP member logo for their respective membership classification provided by AHVAP for non-commercial purposes on email signatures and business cards. The logo may not be used on websites of any kind without the express written permission of AHVAP. Member logos may only be used when an individual's AHVAP membership remains in good standing. The current year's member logo must be utilized.
- Use of the logo by members must be clearly connected to their membership status and may not imply organizational endorsement of personal viewpoints or business ventures.

2. Termination of Use

- If a member ceases to be in good standing or their membership is terminated, they must immediately discontinue the use of the AHVAP logo in all forms.

Enforcement and Violations

1. Monitoring and Enforcement

- AHVAP reserves the right to monitor the use of its logo and request the removal of any unauthorized or improper usage. Failure to comply with this policy may result in legal action or other penalties.
- Unauthorized use of the AHVAP logo may result in revocation of membership, partnership privileges, or other disciplinary action.

2. Revocation of Permission

- AHVAP may revoke permission to use its logo at any time and for any reason. Upon receiving notice of revocation, the user must immediately cease using the logo and remove it from all materials, platforms, and communications.

Contact Information

For questions or requests regarding the use of the AHVAP logo, please contact:

Association of Healthcare Value Analysis Professionals (AHVAP)

Email: info@ahvap.org

Website: www.ahvap.org

Version 1.0

10/28/2023

Date approved by AHVAP Board of Directors