

Quick Guide to Rules of the Road for Chapter and State Council Use of the VVA Logo

Q #1: Why do we need rules of the road of use of the VVA logo?

A #1: Because VVA's trademarked logo is valuable property and VVA doesn't want it being used without permission. It matters, for example, when VVA's logo is used without permission to sell something and VVA gets nothing for the use of its logo. It's like McDonalds doesn't want its trademarked Golden Arches being used without permission. It's like VVA Chapter 172 doesn't want its copyrighted "Reflections" print being reproduced and sold by others who then keep the money.

Q #2: Why can't VVA Chapters and State Councils just do whatever they want with VVA's logo? Aren't we all family?

A #2: Emotionally, we are family. Legally, VVA, Inc., is a separate corporation, and each VVA Chapter and State Council is a separate corporation. The VVA logo is property owned by VVA, Inc.

Q #3: Isn't there something simpler, like The Ten Commandments of VVA Logo Use?

A #3: The lawyers would say there are more than Ten Commandments of VVA Logo Use. This Quick Guide focuses on the most familiar circular, colored VVA logo with VVA's name on it.



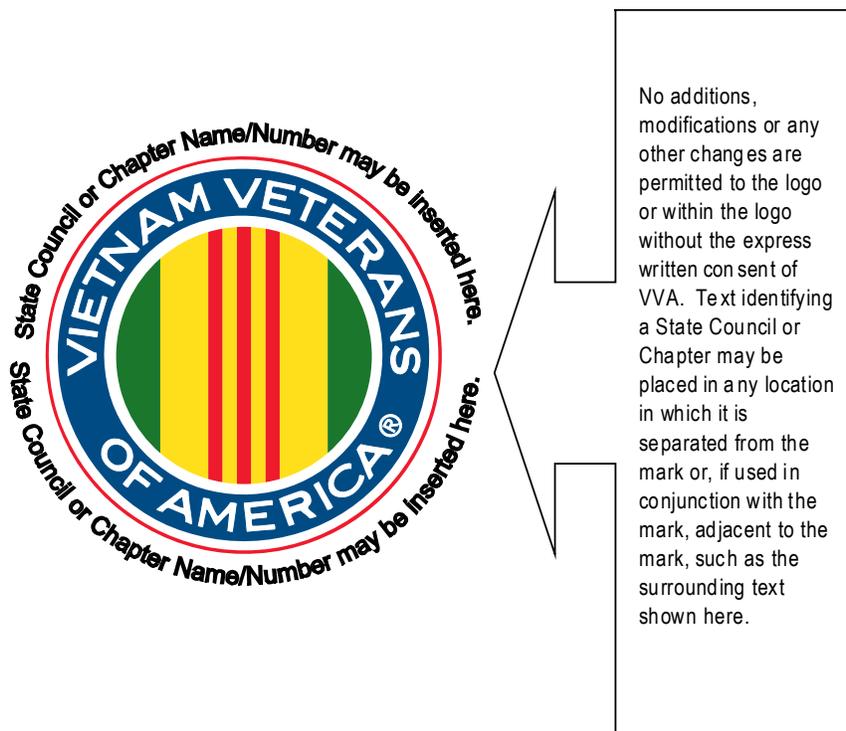
This Quick Guide is intended to mention some of the most important commandments, but this Quick Guide is not a substitute for the policy and it doesn't cover everything in the policy. This Quick Guide is the start of what will eventually be a Frequently Asked Questions (FAQ) About Use of the VVA Logo.

Q #4. Doesn't the VVA Constitution already let VVA Chapters and State Councils use the VVA logo on goods and products that they sell for fund-raising?

A #4: Only when the goods or products with the VVA logo clearly identify the Chapter or State Council marketing the product.

Q #5: What does “clearly identify” mean here?

A # 5: It means the name or number of the VVA State Council or Chapter is in a circle around the VVA logo. See Attachment B (Specifications Governing Authorized State Council and Chapter Uses of the Marks) to the policy.



Q #6: If a VVA Chapter or a State Council wants to have a fundraiser or other event, can it use the VVA logo on the invitation, announcement, flyer, poster, brochure, etc. for the fundraiser or event?

A #6: Only when the fundraiser or other event clearly identifies the VVA Chapter or State Council doing the fundraiser or event. See #5 above.

Q #7: Why is it necessary to “clearly identify” the VVA Chapter or State Council doing the fundraiser or event?

A #7: Because it’s not a VVA National fundraiser or event, which is what use of the VVA logo alone might suggest to the public. It’s a VVA Chapter or State Council fundraiser or event, and the VVA Chapter or State Council doing the fundraiser or event needs to be clearly identified (see #6 above).

Q #8: If a VVA Chapter or State Council already has a Chapter or State Council logo with the name or number of the Chapter or State Council in a circle around the VVA logo, should that be used instead of just the VVA logo for a Chapter or State Council fundraiser or event?

A #8: Yes.

Q #9: What if a VVA Chapter or State Council doesn't already have a Chapter or State Council logo with the name or number of the Chapter or State Council in a circle around the VVA logo?

A #9: The Chapter or State Council should get one if it intends to use the VVA logo on goods or products or for fundraisers or other events. If a Chapter or State Council is not sure about how, have a Chapter or State Council logo (with the name or number of the Chapter or State Council in a circle around the VVA logo) made, ask one of the many Chapters or State Councils that already have one.

Q #10: If I'm running for public office, can I use the VVA logo on my campaign literature?

A #10: Yes.

Q #11: If I have a business or store, can I use the VVA logo on advertisements for my business or store?

A: #11: No.

Q #12: If I'm a real estate agent, or a plumber or electrician, or a dentist or doctor, can I use the VVA logo on the letterhead, envelopes, and business cards that I use to promote my personal business?

A #12: No.

Q #13: Does my Chapter or State Council have to get permission whenever it wants to use the VVA logo?

A #13: Only if the policy doesn't already authorize the intended use of the logo. The policy attempts to say what's allowed and what's not allowed. If the policy says the intended use is allowed, you don't need to get additional permission.

Q #14: How does my Chapter or State Council go about getting permission to use the VVA logo for something the policy doesn't say is allowed?

A #14: First make sure the policy doesn't say that what you want to use the VVA logo for is not allowed. If the policy clearly says it's not allowed, asking for permission will result in you being told what the policy says.

The policy authorizes VVA's Director of Communications (Mokie Porter [mporter@vva.org or (301) 585-4000, Ext. 146]) to approve or disapprove requests for use of the VVA logo.

Q # 15: The current policy doesn't include information about [the color/size/fonts] for use of the VVA logo. Will the policy be amended to add this information?

A #15: Yes.