

## **CalFlowers Logo Use Policy for Members**

*Updated: May 2023*

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This policy outlines the requirements regarding use of the CalFlowers (California Association of Flower Growers and Shippers) logo, available for download within the Member portal on the CalFlowers website.

The logo may be used only by CalFlowers members in good standing and if such use complies with the terms and conditions of this limited and revocable license. Any failure by a user to comply with the terms and conditions may result in the immediate revocation of this license, in addition to any other sanctions imposed by CalFlowers. The interpretation and enforcement of these terms and conditions, and compliance therewith, shall be made by CalFlowers in its sole discretion.

As the need to address future branding concerns arises, we may cancel, modify, or change the terms of this policy as needed and without notice to CalFlowers membership. CalFlowers members and logo users, are responsible for complying with the most up to date modifications outlined on the CalFlowers website.

The CalFlowers logo is the sole and exclusive property of the California Association of Flower Growers and Shippers and its affiliates. Your use of any logo implies acceptance of, and agreement with, the terms of this policy. If you do not accept and agree to follow the rules for using the logo as outlined in this policy, you do not have the right to use the logo.

### **Rules of Logo Usage**

- Logos may be used only by CalFlowers members in good standing and if such use complies with the terms and conditions of this limited and revocable license.
- No Logo may be used or displayed in any of the following ways:
  - in any manner that, in the sole discretion of CalFlowers, discredits CalFlowers or tarnishes its reputation and goodwill;
  - in any manner that infringes, dilutes, depreciates the value, or impairs the rights of CalFlowers in the Logos;
  - in any way that suggests that CalFlowers is affiliated with, sponsors, approves or endorses you, your organization, your websites, your products or your services, unless such a relationship exists;
  - in any way that mischaracterizes any relationship between you and CalFlowers;
  - in any manner that is false or misleading;
  - on clothing or other items that are to be sold for profit;
  - in connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable;
  - in any manner that violates the trademark, copyright or any other intellectual property rights of others;
  - in any manner that violates any law, regulations, or other public policy; or

- as part of a name of a product or service of a company other than CalFlowers.
- Vendors may not use the Logos to advertise CalFlowers or its businesses as clients on vendor websites and promotional pieces without our written permission.

## **Design Requirements**

- Use only the approved digital artwork located in the Member section of the CalFlowers website. Never re-typeset the logo;
- Where indicated, ® and ™ symbols are part of a logo and must be used with it;
- Written materials, such as web pages, must be marked to indicate that the logo used is owned by CalFlowers or its affiliates (for example by using a statement such as, "The CalFlowers logo is a registered trademark of CAFGS");
- Never reproduce the logo in colors other than the approved PMS colors;
- Never outline the logo;
- Never distort or stretch the logo. Always scale it proportionately;
- Never place any graphic devices around the logo that could be interpreted as part of the logo;
- Never place the logo on a color background without sufficient contrast;
- Never place the positive version of the logo on a dark background. The preferred background color for the full-color logo is white;
- Never place the logo on a cluttered background. Make sure there is space around the logo, and that the background ensures good legibility;
- Never reproduce the logo smaller than .75" in width, and;
- Never allow any distracting graphic elements or type to clutter the clear space of the logo.

## **Compliance & Licensing**

Use of the logo shall create no rights for users in or to the logo or their use beyond the terms and conditions of this limited and revocable license. The logo shall remain at all times the sole and exclusive intellectual property of CalFlowers. CalFlowers shall have the right, from time to time, to request samples of use of the logo from which it may determine compliance with these terms and conditions.

Any member of CalFlowers interested in the terms and conditions or pursuing a licensing agreement authorizing the use of the logo on their products should contact the CalFlowers via [info@cafgs.org](mailto:info@cafgs.org).



## **Frequently Asked Questions About the Logo Policy**

### **Where can I find the current CalFlowers' logos?**

You can find the current logos and Logo Policy document in the Member section of the CalFlowers website.

### **Who can use the CalFlowers' logos?**

Any member that is in good standing can use the CalFlowers logo.

### **How can the CalFlowers' logos be used?**

The logo may be used in a professional manner on users' business cards, stationery, literature, advertisements, booth, or website. See the "Rules of Logo Usage" for guidance and restrictions.