



## Authorised Use of ADHA Logo

The ADHA Board may allow the use of the ADHA logo in response to written requests from industry partners, members, and other parties. The use of the logo is expected to provide mutual benefit to the ADHA and the authorised party. In following these guidelines, you help us protect our logo rights and strengthen our brand identity.

By using the ADHA logo, you are acknowledging that ADHA is the sole owner of the logo and promising that you will not interfere with ADHA's rights in the logo, and that you will not harm, misuse, or bring into disrepute the ADHA logo. The goodwill derived from using the ADHA logo exclusively inures to the benefit of and belongs to ADHA. Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted hereunder, by implication or otherwise.

**1. Advertising and Promotional Materials:** Only ADHA and its authorised members may use the ADHA Logo in advertising and promotional materials provided that:

- a) The reference to ADHA does not create a sense of endorsement, sponsorship, or false association with ADHA or ADHA products or services.
- b) The use does not show ADHA or its products or services in a false or derogatory light.

**2. Publications, Seminars, and Conferences:** You may use an ADHA logo in connection with publications, seminars, or conferences provided you comply with the following requirements:

- a) The use is referential and less prominent than the rest of the title. Acceptable: XYZ CONFERENCE for healthcare.
- b) The use reflects favorably on both ADHA and ADHA products or services.
- c) Your name and logo appear more prominent than the ADHA logo on all printed materials related to the publication, seminar or conference.
- d) The ADHA logo or any other ADHA owned graphic symbol, logo, icon or image does not appear on or in the publication or on any materials related to the publication, seminar, or conference without express written permission from ADHA.
- e) A disclaimer of sponsorship, affiliation, or endorsement by ADHA, similar to the following, is included on the publication and on all related printed materials: "(Title) is an independent (publication) and has not been authorised, sponsored, or otherwise approved by ADHA Inc."

The ADHA reserves the right to terminate any agreement entered into for the authorised use of its logo.