

Agreement for Use

of the HRAI Member Company Logo



This Agreement sets out the terms under which an HRAI member in good standing is entitled to use the HRAI Member Company Logo. The Logo should be used according to this Agreement. No other variations to the Logo, its font, colours or layout are permitted. Please direct questions to HRAI at 905-602-4700 (1-800-267-2231) or hraimail@hrai.ca.

TERMS OF AGREEMENT

1. The member is granted non-exclusive, royalty-free right to use the HRAI Member Company Logo in accordance with the following rules for appropriate and legal use as well as any future revisions that may be approved by the HRAI Board of Directors.
2. At HRAI's request, the member agrees to provide samples of the manner in which the Logo is being used.
3. If the member fails to use the Logo in accordance with current or future rules or ceases to become a member of HRAI, then HRAI may terminate this agreement and the member – or former member – must cease use of the Logo in any manner.
4. The member shall not have the right to assign, sub-license or otherwise transfer this Agreement.
5. This Agreement entitles the member to use the Member Company Logo only, not the Master HRAI Brand Logo.

As a representative of a member company in good standing with HRAI, duly authorized to sign on behalf of the company, I agree to the Terms of Agreement above.

Signature: _____

Name: _____

Email: _____

Date: _____

Company: _____

Use of the HRAI Member Company Logo

The HRAI Member Company Logo delivers a powerful statement about who HRAI is as an organization and about members in good standing. Consistent and careful use of the Logo contributes to the strength, image and recognition in the industry. As such, HRAI will take the necessary action to protect against improper or unlawful use of the Logo.

The following rules apply to all uses of the Logo including sales literature, signage, advertising, vehicle branding, packaging, websites, electronic signatures, stationery, exhibits, annual reports, uniforms or related communications and marketing material whether for internal or external use. Any materials in violation of these rules must be corrected or destroyed. These rules may be updated periodically to reflect changes.

If you have any questions or require further information about the use of the HRAI Member Company Logo, please contact:

Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI)
2800 Skymark Avenue, Building 1, Suite 201
Mississauga, ON L4W 5A6
Tel: 905-602-4700
Toll-Free: 1-800-267-2231
Fax: 905-602-1197
E-mail: hraimail@hrai.ca

RULES FOR USE

1. The HRAI Member Company Logo may only be used by members in good standing with HRAI.
2. Only the Logo may be used to illustrate that a member is in good standing with HRAI.
3. Members are prohibited from using the organization's name "Heating, Refrigeration and Air Conditioning Institute of Canada" except as part of the HRAI Logo.
4. The Logo cannot be used on equipment, products, invoices or company cheques in any form whatsoever.
5. The Logo may be used in the following: vehicle branding, stationery, uniforms, exhibits, sales literature, signage, packaging, annual reports, general and *Yellow Pages* advertising, websites and e-mail marketing/communications. All other applications must be approved by HRAI beforehand.
6. The Logo must be sharp, free of any distortion and have clean edges.

RULES FOR USE CONTINUED

7. A set area must be left clear around the Logo equal to the distance from the left corner of the red diamond to the right corner of the red diamond.



8. When reproducing the HRAI Member Company Logo the colours to be used are PMS (Pantone® Matching System). Avoid the use of a one-colour Logo if possible, but if required, black or white may be substituted depending on the background.



9. The Logo colours cannot be faded or screened back.



10. The Logo should never appear as an outline.



11. The Logo should not appear smaller than 1.5 inches in width. If it is to be used at a size smaller than 1.5 inches in width, then the Logo version that does not include the tagline must be used. The Logo should not appear larger than 16 inches wide.



12. The Logo must be used in its entirety. It is not permissible to use only the checkmark, icon, etc. outside of the full Logo, or to remove elements from the Logo.



13. The size of the Logo must be manipulated proportionally. Do not change the Logo's proportions or distort it.



14. The Logo should not appear over a busy or conflicting background.

