

A.3 Application for use of the WVA logo

Policy

The World Veterinary Association "logo" may only be used for official World Veterinary Association business. The "logo" modified with the words "Member" or "Associate Member" etc above the "logo" may be approved by the WVA Executive Committee for use in specified situations by members.

Explanation

To maintain and enhance the WVA image, the use of the Association's "logo" is limited to official business. Use of the "logo" for promoting commercial products, services, advertisements etc. would ultimately denigrate the logo and consequently the profession.

The modified "logo" is available to assist members of the WVA to promote their relationship with the WVA and thus to enhance the veterinary profession overall. It may be used at no greater than 50% of the normal size.

Guidelines

Members are encouraged to use the modified "logo" with the appropriate membership word(s) above the crest on the following :

- * letterhead and business cards

- * signage used by members

Unless previously approved, members may not use the WVA "logo" until they have applied to the Executive Committee and received approval from the WVA Executive Committee.

Applications must describe the intended use of the WVA "logo" by that member.