



AAHA Rules and Guidelines for Use of the AAHA Trademark and Symbols

I. Identifying Marks Belonging to the Association

The American Animal Hospital Association (AAHA) has developed certain marks and symbols (logo, name, letters) that enable the veterinary industry, profession, and clients to identify services or products as produced or recommended by AAHA or to enable members to identify themselves with AAHA.

AAHA marks are registered both as service marks and as evidence of membership in the Association. AAHA has registered its marks in the U.S. and Canada, thereby giving it the responsibility to protect their use and the legal authority to specify who may use its symbols and how they will be displayed.

II. Use of Association Marks

To protect the integrity of its marks and prevent unauthorized use, AAHA has adopted the rules and guidelines outlined here specifying the proper use of its marks and symbols. Failure to comply with these rules and guidelines shall be cause for disciplinary action and may be grounds for suspension or revocation of the limited licenses for mark use, loss of membership privileges and subsequent disciplinary action by the Board.

Unauthorized use of the AAHA marks by nonmembers is a violation of trademark laws of the U.S. and Canada and subject to legal action and penalties as provided by law.

A. Association Logo Use by Accredited Members and Authorized Organizations

The AAHA logo shall only be used by AAHA-accredited practice members and other organizations expressly authorized by AAHA. The AAHA logo shall not be used by nonaccredited members and unauthorized organizations.

B. Accredited Practice Logo and Wording Use by Accredited Members

There are two versions of the accredited practice logo: one for accredited general practices and one for accredited referral practices. The two accredited logos are identical to the AAHA association version, except for the words that appear along the bottom of the logo:

- The AAHA-accredited general practice logo has the word "Accredited"
- The AAHA-accredited referral practice logo has the words "Accredited Referral."

Accredited members are authorized to use only the logo that applies to their type of accreditation. AAHA-accredited general practices shall only use the "Accredited Practice" logo, and AAHA-accredited referral practices shall only use the "Accredited Referral Practice" logo.

Accredited members are encouraged to use the accredited member version of the logo with the practice's own identification to communi-

cate to the public their unique status in AAHA and achieve maximum recognition of accreditation. However, AAHA recognizes that there may be circumstances where the accredited practice logo will not properly fit on printed materials. In such cases, accredited members may use the wording "An AAHA-Accredited Practice" or "An AAHA-Accredited Referral Practice" in association with the practice name. Materials where the accredited member may use the logo shall include, but are not necessarily limited to:

1. Printed materials, such as practice letterhead, business cards, address labels, prescription forms, diagnostic forms, client handouts and brochures, newsletters and other literature
2. Electronic materials such as the practice website and email newsletters
3. Name tags, uniforms, business card holders, t-shirts, and other products
4. Interior and exterior signs
5. Advertising, such as phone directory ads

Please refer to the section on graphic standards for more detail.

The AAHA-accredited logo and wording shall only be used by AAHA-accredited practice members.

C. Association Name and Letters Use by Accredited and Nonaccredited Members

In addition to AAHA's registered logo, AAHA has certain property rights to the use of its name, American Animal Hospital Association, and the letters "AAHA" when such letters are used to refer to the Association.

Accredited members and nonaccredited members (nonaccredited practice team and individual members) can use the AAHA name and letters. The use of AAHA's name or its letters shall be reserved for use by members in good standing and only for the purpose of enabling them to be identified as a member of the Association.

Nonaccredited members may identify themselves as members of the American Animal Hospital Association using the name of AAHA and the letters, provided that in so doing, no other identification or reference is contained in the material that could lead the public into assuming that a facility, product or entity is also AAHA-accredited or recommended. Please refer to the graphic standards section for more detail.

The AAHA logo shall not be used by nonaccredited members. The AAHA logo shall only be used by AAHA-accredited practice members and other organizations expressly authorized by AAHA.

No other person, entity, or facility may use the name of the Association or the letters "AAHA" to imply membership in the Association or infer that a particular product or service is recommended or produced by the Association or that the facility meets AAHA practice accreditation standards.

D. AAHA Tagline Use by Accredited Members and Authorized Organizations

The AAHA tagline is "The Standard of Veterinary Excellence®." Please refer to the graphic standards section for use of the tagline.

The AAHA tagline shall only be used with the AAHA logo by accredited practice members and other organizations expressly authorized by AAHA.

E. Use of Marks by Other Organizations or Individuals

Use of AAHA's marks is restricted to specific services, publications, print or electronic media, or memorabilia produced by or with the express authorization or approval of the Association. This may include recommended services, such as the preferred business providers.

Other organizations, entities, or individuals, whether members or not, are prohibited from using the Association marks without the expressed written approval of the Board of Directors of the American Animal Hospital Association.

F. Use of Marks by Accredited Members

Accredited members in good standing have a limited license to use the AAHA marks for the purpose of communicating to the general public their adherence to AAHA standards and affiliation with the Association. The license shall limit accredited members' use of the marks to the rules and regulations set forth here and as amended by the Board of Directors from time to time.

1. Responsibilities of Accredited Medical Director

The accredited medical director, granted limited license to use the marks, shall be responsible for complying with the rules and regulations for use of the AAHA marks as set forth herein.

2. Use by Multiple Practices With Common Ownership

When there are multiple practices or clinics having a common ownership, only those facilities that have been specifically accredited can use the accredited practice logo. If a practice or satellite clinic is not accredited, it can not be listed in conjunction with the accredited practice logo. For example, if a practice is accredited and its satellite clinics are not accredited, the satellite clinics can not be listed in a phone directory ad that uses the accredited practice logo, unless it is separated from the logo by a border. The aim of this restriction is to prevent confusion on the part of the public that if one practice is accredited, all those with the same ownership or a similar identity must also be accredited.

III. Graphic Standards for Association Marks

A. Logo Design and Layout

The AAHA logo and accredited member logo must always be generated from high-quality art.

1. It should be used in appropriate proportion to the other design elements appearing on materials.
2. It must never be hand drawn or the proportions distorted.
3. It must be uncluttered by competing images, screening, or type.
4. No single element of the logo can be used separately.
5. The federal registration mark (®) must be included in the AAHA logo.
6. AAHA's logo is to be used as a single unit with the letters "AAHA" incorporated within the boundaries of the logo.
7. Elements of the logo should never be cut apart or used separately.
8. The red color of the logo must never be converted to grayscale.

B. Corporate Colors in Logo

The only authorized colors are black, red (PMS 186) and white (reversed to white). The background of the piece on which the logo is being printed can show through the letters "AAHA" or the letters can print in white.



C. Graphic Standards for the AAHA Tagline

Accredited members and authorized organizations may use the AAHA tagline, "The Standard of Veterinary Excellence®." It can appear either centered underneath the logo or to the right of the logo. The font for the tagline is Helvetica Neue Light. The tagline can appear in three different colors only: black, red (PMS 186 when using the single spot color logo), or reversed to white.



D. Graphic Standards for Accredited Members

There are two versions of the accredited practice logo: one for accredited general practices and one for accredited referral practices. Accredited practices can use the color and tagline placement variations as previously outlined in this section.



E. Graphic Standards for Preferred Business Providers

Preferred business providers are allowed to use a variation of the logo with the word "Recommended" underneath the logo. The logo can be used with or without the tagline.



F. Graphic Standards for Accredited Member Interior and Exterior Signs

Accredited members may incorporate the AAHA marks into interior and exterior signs for the accredited practice provided that all graphic standards are followed and use of the logo does not imply the facility represents AAHA headquarters. Use of the accredited logo version by accredited members is highly recommended.

G. Graphic Standards for Accredited Member Advertising (Including Phone Directory Ads)

Accredited members may use the accredited practice marks in advertising and/or professional notices provided that it is evident that AAHA is not the sponsor of the advertisement and the following guidelines are followed. For ads (such as phone directory ads), accredited members may elect to list themselves under the AAHA umbrella.

1. Listing using tradename:

AMERICAN ANIMAL HOSPITAL ASSOCIATION MEMBERS
General Veterinary Hospital
125 Main 000-000-0000
Westview Animal Hospital
49 Center Ave 000-000-0000

2. Listing for accredited general practices:

AMERICAN ANIMAL HOSPITAL ASSOCIATION
(add Accredited Practice Logo)
At an AAHA-accredited practice, your pet will receive the highest quality care from a well-trained, professional veterinary team. Accreditation through the American Animal Hospital Association ensures that a veterinary practice has achieved the highest standards of excellence in pet care.
Accredited Practice Members
Atlantic Animal Hospital
105 35th Rd 000-000-0000
Central Veterinary Hospital
4 W. Hwy 000-000-0000
High River Animal Clinic
972 Kingston Rd. 000-000-0000

3. Listing for accredited referral practices:

AMERICAN ANIMAL HOSPITAL ASSOCIATION
(add Accredited Referral Practice Logo)
At an AAHA-accredited referral practice, your pet will receive the highest quality care from a well-trained, professional veterinary team. Accreditation through the American Animal Hospital Association ensures that a referral veterinary practice will work together with your primary veterinarian to achieve the highest standards of excellence in pet care.
Accredited Referral Practice Members
Pacific Veterinary Referral Center
55 25th St 000-000-0000
Western Veterinary Specialty Hospital
5 E. Hwy 000-000-0000
Riverside Veterinary Ophthalmic Clinic
237 Queensland Rd. 000-000-0000

H. Graphic Standards for Using "An AAHA-Accredited Practice" or "An AAHA-Accredited Referral Practice" Wording

Accredited general practices are allowed to use the wording "An AAHA-Accredited Practice" as appropriate in association with the practice name when the accredited practice logo will not fit.

Accredited referral practices are allowed to use the wording "An AAHA-Accredited Referral Practice" as appropriate in association with the practice name when the accredited referral practice logo will not fit.

I. Graphic Standards for Nonaccredited Member Use of Association Name and Letters

Nonaccredited members may designate their membership in the Association on their materials (print or electronic) using the AAHA name or letters but not the logo. Examples of how to identify membership in the Association are as follows:

James E. Baker, DVM — Individual Member
American Animal Hospital Association
(Telephone number)

Dr. James E. Baker — Veterinarian
Member AAHA
(Telephone number)

James E. Baker, DVM — Nonaccredited Practice Member
American Animal Hospital Association
(Telephone number)

Dr. James E. Baker — Veterinarian
International Member AAHA
(Telephone number)

IV. Prohibition of Commercial Use

The use of the AAHA marks by anyone (other than the Association) in conjunction with a commercial product or commercial services is specifically prohibited.

V. Revocation of Limited License

Guidelines for the use of the AAHA marks and symbols shall be considered binding on all members of the Association. Failure to abide by such guidelines shall be grounds for disciplinary action. Upon suspension, revocation, or forfeiture of membership, the limited license to use the mark shall be immediately revoked. Any and all materials employing the AAHA marks must be returned to the Association or destroyed. Such individuals shall be expected to take steps to cease use of the marks.

VI. Infringement

AAHA and its members are obligated to prevent unauthorized use of the Association's marks and symbols. The most common form of infringement for AAHA members is the unauthorized use of the mark after membership is terminated. Other forms of infringement include use of AAHA's marks by members not entitled to its use or when an organization falsely advertises that AAHA has recommended.

Although AAHA aggressively tracks infringement, each member has a responsibility to protect the Association's mark by complying with rules and guidelines for its use and reporting any instances of infringement of these rules and guidelines. Anyone using the marks of the Association without AAHA's permission is liable under the trademark laws for monetary damages and injunctive relief. In addition, all copies and representations of the mark (i.e., stationery) can be confiscated by court order and destroyed.

VIII. Official Marks

The symbols represented below are the only official marks of the American Animal Hospital Association. All other symbol usage should be discontinued.

AAHA Corporate Logo:



The Standard of
Veterinary Excellence

AAHA Press Logo:



Building
Practice
Success

AAHA Student Program Logo:



Student Program
The Standard of
Veterinary Excellence

AAHA-Accredited General Practice Logo:



The Standard of
Veterinary Excellence

AAHA-Accredited Referral Practice Logo:



The Standard of
Veterinary Excellence

AAHA-Recommended Preferred Business Provider Logo:



The Standard of
Veterinary Excellence