

CLLA MEMBER LOGO USAGE GUIDELINES

INTRODUCTION

The purpose of this document is to provide members of the Commercial Law League of America (“CLLA”) with an illustration and further explanation of the terms, conditions and restrictions regarding use of the CLLA Member Logo (“Mark”) as set forth in the CLLA Member Logo License Agreement. In order to preserve the integrity and goodwill of the Mark, CLLA has established the following requirements that are designed to protect the goodwill and value of the Mark for CLLA and CLLA members and partners. If the Mark were used improperly and if CLLA did not take reasonable action to correct misuse, trademark protection could be lost. Compliance with this policy is a condition for the use or display of the Mark. Nothing in this document shall be construed to supersede the governance of the CLLA Logo License Agreement. Each member acknowledges the right of CLLA, in its sole and unfettered discretion, at any time to alter these Guidelines without notice and/or to revoke permission to use and/or display the Mark.

Please become familiar with these Guidelines and apply its rules when developing materials that feature the Mark. If you need further assistance, or would like CLLA to review materials that you are developing that feature the Mark, please feel free to contact us at (312) 240-1400 or dawn.federico@ccla.org.

Section 1 - Terms That Apply To The Mark

1.1. Who May Use the Mark

CLLA is an individual membership organization. The Mark may be displayed only by individual members, in good standing, that have been granted specific permission for use and/or display of the Mark as qualified by CLLA. An individual’s company or firm **may not** use the Mark under any circumstances with one exception. Certified Commercial Collection Agencies, in good standing, can display the Certification Logo on their agency’s website home page in conjunction with the CLLA Logo.

1.2. Always Display Mark with Appropriate Legend

Whenever displayed by a member, the Mark must be displayed with the appropriate [®] or [™] imprint as required.

1.3. Permitted and Non-Permitted Uses

Members may use the Mark on their own personal letterhead, business cards, web site bio page and personal promotional materials to indicate membership in CLLA as discussed further in the Frequently Asked Questions section below. Members and their company or firm are prohibited from using the Mark on company materials and company web sites or otherwise in any manner that would imply, in CLLA's sole discretion, that the member's company is a CLLA member. Notwithstanding the foregoing, the Mark may be used on a member's bio page on a company website or on a company employee bio webpage where other company employees are listed, but the Mark may only be displayed in close proximity to the member's bio and in a manner that makes it clear, in CLLA's sole judgment, that it is the individual, and not the company or any other company employee, that retains CLLA membership. Additionally, the Mark may not be used in any manner that suggests or implies that CLLA has certified any product, service or practice of the member. Any other use of the Mark that has not been specifically described in these Guidelines must be approved by CLLA.

1.4. Use of Mark on Internet Sites

Whenever displayed on Internet sites, the Mark must be hyperlinked to the CLLA website, <https://clla.org/>. This link must take the user completely out of the member's web site/bio page and directly to CLLA's site. Framing is not permitted.

1.5. Display of Mark – General Considerations

All reproductions of the Mark must be made from original reproduction artwork provided by CLLA and may only be used in black and white or the colors specified for each mark below, unless otherwise approved by CLLA. Under no circumstances may the Mark be hand-drawn, revised or altered in any way. Furthermore, the Mark may not be typeset, reproduced or electronically scanned in such poor quality as to distort or significantly alter their appearance. If, for purposes of special printing requirements, the Mark must be resized, the proportions must remain the same.

1.6. Termination/Suspension of Membership or Privileges

Should membership in CLLA be suspended or terminated for any reason or should privileges to display the Mark be revoked by CLLA for any reason, then the Mark must be removed from all materials, web sites, etc. and/or wherever the Mark has been displayed by the former or disallowed member.

Section 2 – Rules for Reproducing the Mark

2.1. Original Artwork

All reproductions of the Mark must be made from the original reproduction artwork provided by CLLA. Members may obtain reproduction images via download from the CLLA web site at <https://clla.org/> or by contacting CLLA by telephone at (312) 240-1400 or e-mail at dawn.federico@clla.org.

2.2. Color of Mark

Members have two options to display the Mark. The Mark may be displayed in either black and white or in color as depicted below:



CLLA Logo Colors

TPX White, the field containing the CLLA lettering, and the following:

Navy

Hex# 000D42

C=100 M=95 Y=36 K=52

R=0 G=13 B=66

Royal

Hex# 031075

C=100 M=97 Y=20 K=20

R=3 G=16 B=117

Medium Blue
Hex# 175BB3
C=91 M=69 Y=0 K=0
R=23 G=91 B=179

Lightest Shade
Hex# 0AABD0
C=74 M=12 Y=12 K=0
R=10 G=171 B=208

Section 3 – Frequently Asked Questions

Question 1 – CAN I USE THE MARK ON MY COMPANY MATERIALS?

Answer - No. CLLA is an individual membership organization. Members are permitted to use the Mark on their own personal letterhead, business cards, web site bio page and personal promotional materials. Members and their company or firm are prohibited from using the Mark on company materials and company web sites or otherwise in any manner that would imply, in CLLA's sole discretion, that the company or firm is a CLLA member. Notwithstanding the foregoing, the Mark may be used on a member's bio page on a company website or on a company employee bio webpage where other company employees are listed, but the Mark may only be displayed in close proximity to the member's bio and in a manner that makes it clear, in CLLA's sole judgment, that it is the individual, and not the company or any other company employee, that retains CLLA membership. The only exception is that Certified Commercial Collection Agencies, in good standing, can display the Certification Logo on their agency's website home page in conjunction with the CLLA Logo.

Question 2 – CAN I GROUP THE MARK WITH OTHER MEMBERSHIP OR ORGANIZATIONS' LOGOS?

Answer - Yes, but only under the following criteria: (1) the Mark must stand alone and cannot appear connected to the other membership or organizations' marks; and (2) the Mark cannot appear in proximity to other membership or organizations' certification marks such that the Mark would be construed as a co-brand, certification mark or endorsement.

Question 3 – MAY I PRODUCE AND SELL ITEMS THAT HAVE THE MARK ON THEM?

Answer - No. The Mark is only to be used by the member in their own personal letterhead, business cards, web site bio page and personal promotional materials for purposes of indicating membership in CLLA. Members may not produce and sell any promotional products (e.g. hats, t-shirts, coffee mugs) that display the Mark.

QUESTION 4 – WHAT HAPPENS IF I DO NOT FOLLOW THESE GUIDELINES?

Answer – A member’s ability to use the Mark is preconditioned upon: (1) membership in CLLA in good standing; and (2) entry into a license agreement with CLLA to use the Mark. These Guidelines have been incorporated into the license agreement by reference. Failure to adhere to these guidelines constitutes a breach of the license agreement. Breaches of the license agreement may result in the revocation of the member’s license to use the Mark, or in some cases, legal action.

QUESTION 5 – HOW CAN I CONFIRM IF I AM COMPLYING WITH THE GUIDELINES?

Answer – You may contact CLLA with any questions at (312) 240-1400 or by e-mail at dawn.federico@ccla.org. CLLA will answer any questions and review your materials for compliance if requested.

Approved: November 15, 2018

Revised: December 12, 2019