



LOGO USE POLICY

Doc No:	ASDSA-BA-G03
Effective Date	June 2023
Revision Date	May 2024
Version	2
Page:	1 of 3

SECTION G: BUSINESS ADMINISTRATION AND COMMUNICATION

Policy

This policy has been developed to inform authorised users of acceptable usage of the name ASDSA and its trademarks and to prohibit unauthorised usage thereof. The word “ASDSA” is the trade name of the Association for Skills Development in South Africa and together with all the logos set out in Annexure A attached hereto is part of ASDSA corporate image. This policy document read together with Annexure A sets forth the policies regarding the usage of the name ASDSA, and the various ASDSA trademarks and logos.

Conditions of use

The ASDSA name, trademarks and logos set out in Annexure A have been lodged with the Registrar of Patents and Trademarks for registration in South Africa. Any stakeholder granted authorization to use the ASDSA name, trademark or logo is responsible for the correct usage of the ASDSA name, logo or trademark. Should there be a violation of this policy, the member who committed the violation will be responsible for this violation.

Specifications

The specifications for the use of the ASDSA name, trademarks and logos are contained in Annexure A to this policy.

Authorised usages of ASDSA name, trademarks and logos

The use of the ASDSA logo by ASDSA members is encouraged as it raises awareness of the ASDSA. This use is typically restricted to members of the ASDSA who are in good standing. ASDSA general policy with regard to requests for the use of the ASDSA name, trademarks and logos is that in bona fide cases of recognition permission for the usage thereof may be granted by the CEO as set out below:

The ASDSA will allow usage of the logo to any member in good standing for the purpose of indicating this status. The logo to be used is included in Annexure A as “Member of the ASDSA”. Members in good standing are encouraged to use this logo in their marketing material.

All other requests for the usage of the ASDSA name, trademarks and logos must be approved by at least two EXCO members, after receipt of a written application from the member. The written application must be fully motivated and contain copies of each item which will be used bearing the ASDSA name, trademark or logo. Any artwork generated must be approved and signed off in writing by ASDSA as part of the application process. Any approval granted will be restricted to the items approved in the application.

EXCO is responsible for maintaining the official logo to members. EXCO may delegate the responsibility for distributing the logo to an appropriate person to be named by EXCO for this purpose.



LOGO USE POLICY

Doc No:	ASDSA-BA-G03
Effective Date	June 2023
Revision Date	May 2024
Version	2
Page:	2 of 3

Unauthorised use of ASDSA name, trademarks or logos is defined as follows:

1. Any use of ASDSA name, trademarks or logos in the absence of the written authority as set out in the above clause of this policy.
2. Any use of the incorrect logo, which conflicts with the written authority issued, or the use of the logo
3. In breach of the conditions of use and/ or specifications as set out in annexure 'A';
4. Any use of the ASDSA name, trademark or logos under circumstances where the right to such use has been revoked in writing by ASDSA.

Revocation of the rights to use ASDSA name, trademarks and logos

The ASDSA reserves the right to withhold or withdraw the rights to the use of its name, trademarks or logos in the event of any one of the following events taking place:

Breach of ASDSA policies or conditions of use

1. The ASDSA may withdraw a member's right to use the logo if it feels that there has been any transgression of the ASDSA code of conduct, policy or any related procedure, or if the member engages in any activity that may bring ASDSA into disrepute; this withdrawal will be in writing to the member.
2. The ASDSA may withdraw a member's right to use the logo if it feels that there has been any transgression of the ASDSA code of conduct, policy or any related procedure, or if the member engages in any activity that may bring ASDSA into disrepute; this withdrawal will be in writing to the member.

Revocation of any rights to use the ASDSA name, trademarks and logos granted prior to the commencement of this policy

ASDSA reserves the right to revoke any permission granted to any member prior to the commencement of this policy to use the ASDSA name, trademark or logos if such approval is not in line with the spirit of this policy. The member can then reapply for permission in terms of the procedure set out in clause 4 below.

Legal remedies

The ASDSA name, trademark or logos are the legal property of ASDSA. ASDSA reserves the right to institute civil or criminal action against any person, organization or entity found to be using the ASDSA name, trademarks or logos in violation of this policy.



LOGO USE POLICY

Doc No: ASDSA-BA-G03

Effective Date: June 2023

Revision Date: May 2024

Version: 2

Page: 3 of 3

Procedures

Action	Responsibility	Documentation
1. A written application by an ASDSA member in good standing for use of the logo will be processed by the CEO within 20 working days of receipt or alternatively by a stakeholder that has signed an SLA for the use of the logo in conjunction with a CPD Program.	Exco Members	Written motivation including description use to be made of the logo and copies of each instance where it will be used.
2. Each instance for use must be signed off and returned to the member before usage is authorised Stakeholder Service Level Agreements will be for a fixed time period and terms and conditions of the service level agreement will apply for the time period where after they will renew or reapply.	Exco Members	Signed copy of each instance where it will be used. Stakeholder SLA for a fixed term.
3. EXCO may delegate the issuing of the logo to an appropriate person to be named by EXCO for this purpose.	EXCO Members	Logo as included in Annexure A below. CPD Logo Included In Annexure A
4. The CEO will authorise a member or office bearer to investigate and make recommendations on any situation where revocation of the right to use is raised and then make a ruling in this regard	Exco Members	Written motivation that revocation is considered.

LIST OF ACRONYMS	
CC	Certification Committee
MS	Membership Secretary
EXCO	Executive Committee
SAQA	South African Qualifications Authority
CPD	Continued Professional Development
SLA	Service Level Agreement