



Logo Usage Guidelines

- The HFTP logos may not be used for any commercial purpose unless approved specifically by HFTP in writing.
- Any member or chapters of the Association in good standing may use the HFTP logos.
- The use of the HFTP logos by any member or chapter of the Association in good standing, is authorized for the members' business cards, stationery and envelopes where the member's name is imprinted on the paper not merely typed
- The HFTP logos must not be used in such a way as to represent approval by HFTP of the content of circulars, brochures and other such promotional materials without prior written permission of the Association. A copy of the proposed material showing the use of the logo must accompany all requests for permission.
- Members and chapters may not adopt, publicize, promote or otherwise convey any policy or principle in the name of HFTP which has not been officially adopted by the Association.
- Use of the HFTP logos shall be in good taste and within acceptable business practices as determined by HFTP. HFTP reserves the right to limit or revoke the use of the logo by members and chapters, if warranted.
- Logo use must retain the following style: A combination of blue (Pantone 306), gray (Pantone 431), orange (Pantone 158) and green (Pantone 367), or all black or all white. The font used in the logo is the Eurostyle family.