

## REQUEST FOR CATA LOGO USE POLICY

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The character, integrity and professionalism of the Canadian Athletic Therapists Association (CATA) is captured in CATA's brand identifier (logo). Use of the CATA logo by members is governed by CATA's logo use policy. The association name, seal, trademark, and/or insignia may not be used in any testimonial and/or endorsement for a service, product, program, publication or facility by an individual member or group of members of CATA without the express written consent of the association. External agreements, including corporate sponsorships, are defined by separate agreements. If granted permission to use CATA's logo, it may only be used for the purpose described with this request; each subsequent use of the CATA logo must be approved through the same process as below.

For approval to use the CATA logo, please follow these guidelines:

1. Read the Logo Guidelines, provided by CATA, which outline the correct treatment of the CATA logo in advertising, collateral, packaging and promotional materials. It is the responsibility of CATA members, and third-party licensees, to comply with these guidelines at all times.
2. Sign this request form and send it to [programmanager@athletictherapy.org](mailto:programmanager@athletictherapy.org) along with:
  - a. a sample / mock-up of the item, material, or channel that the logo will appear on - indicating where the logo will be positioned;
  - b. the rationale for why you want to include CATA's logo on your item/material/channel
3. Indicate the format you require the logo in:

File format	Language	Colour
<input type="checkbox"/> JPEG	<input type="checkbox"/> English	<input type="checkbox"/> Colour
<input type="checkbox"/> PSD	<input type="checkbox"/> French	<input type="checkbox"/> Black & white
	<input type="checkbox"/> Bilingual	<input type="checkbox"/> Reversed

4. CATA reserves the right to reject any request not in keeping with the principles and standards of Athletic Therapy and CATA;
  - a. If logo use is approved, CATA will sign and return this form to you, along with the logo. Only then do you have formal permission to use the logo.
  - b. If logo use is declined, CATA will outline the reasons and you can request the logo again once the outlined issues or concerns are addressed.

**Please email this form and a sample/mock-up to [programmanager@athletictherapy.org](mailto:programmanager@athletictherapy.org).**

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CATA Member Requesting Logo Use

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CATA Marketing and Member Programs Manager

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Date

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Date