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**CHAPTER 6: USE OF AHA SERVICE MARK AND STYLIZED DESIGNS**


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Use of AHA Designs without permission is illegal and a violation of Article ETHICS 104.

**MARK 101.** The **Arabian Horse Association Horse Head** logo design and tagline is a service mark of AHA which also owns the copyright to this design. It cannot be used without express written permission of AHA. Specifically, the design cannot be used in advertisements for sales, seminars, or other activities which imply the endorsement or approval by AHA when, in fact, no endorsement or approval has been given. AHA does not recognize any horse sales, and this is not to be used in any way to imply recognition or sanction design.

Corporate identity colors are PMS 648 for design and PMS 520 for words.



**MARK 102.** The group of words **Arabian Horse Association** is a service mark of AHA and cannot be used without express written permission.



**MARK 103.** The acronym **AHA** is a service mark of AHA and cannot be used without express written permission.



**MARK 104.** The **AHA Website** means the Website which has the home page URL of <http://www.ArabianHorses.org>. The **AHA Link Logo** means a small logo or banner logo, as determined by AHA, signifying AHA and the AHA Website, and indicating that it is a hyperlink to a page within the AHA Website. The **AHA Link** designs are service marks of AHA, which also owns the copyright to these designs. Regions, Member Organizations and individual members (collectively called "members" for the purpose of this Article) may use these logos, provided that they comply with the requirements of this paragraph to create and maintain a hyperlink ("AHA Link") from their website(s) to the home page of the AHA website ([www.ArabianHorses.org](http://www.ArabianHorses.org)). AHA grants members permission to display either the text "[www.ArabianHorses.org](http://www.ArabianHorses.org)" or the AHA Link design. Members may download these link designs solely for the purpose of operating as the AHA Link by clicking the "Link Agreement" on the bottom of the [www.ArabianHorses.org](http://www.ArabianHorses.org) homepage. Members must not create hyperlinks using any other trademark or copyrighted material of AHA, must not change the appearance of the AHA Link design, and must not attach, combine or merge it with any other graphic or logo. Members must not frame the AHA website or otherwise distort it from its intended presentation. Members must not cache, mirror or otherwise download the AHA website or its content. Members must not use the AHA Link designs in any manner to associate AHA with or imply sponsorship or endorsement by AHA of other websites, or of your products or services.

Members must not design any AHA link to be directed to or targeted at individuals under the age of 13 ("children"). If any portion of the member's website is targeted at or directed to children, the member must not place an AHA link within those portions of his or her website.

Members must not utilize the AHA Link design in any manner that would diminish its value or harm the reputation of AHA, or to disparage AHA, its products and/or services.

**MARK 105.** The **AHYA** design is a service mark of AHA which also owns the copyright to these designs. AHA Youth Members may use the design for the limited non-commercial purpose of signifying their membership and participation in the Association. Placement of the design in advertisements or on stationery should be such that it does not imply recognition or sanction of the contents. The design may not be used in any other way, including in conjunction with the sale of merchandise or for any commercial purpose, without the express written permission of AHA.



Corporate identity colors are PMS 648 for a portion of the design and words, and PMS 347 for the remaining design and words.

**MARK 106.** AHA Regions who have signed the AHA license agreement and are adhering to AHA trademark usage guidelines, are granted a limited, non-commercial license to use their respective AHA Region Logo on business cards, stationary, literature, website or other comparable materials to signify their Region is associated with AHA. When a Region show/ride has received show/ride recognition by AHA, the Region logo may also be used on premium lists, show programs, signage, show banners and advertisements for the show/ride to signify recognition by AHA. The Region logo may also be used on Recognized show/ride awards, which may include, but is not limited to plaques, ribbons and trophies. The (SM) symbol must always appear as part of the logo when reproduced. Except as specified above, the Region logo design cannot be used or licensed to others for commercial or endorsement purposes without prior written permission from AHA. "--" designates the Region number. Use of this Region logo will, at all times, include Arabic numerals (1, 2, 3, etc.) and **not** Roman numerals (I, II, III, etc.) (BOD 8/04)



Corporate identity colors are PMS 648 for the design and PMS 520 for the words the Arabian Horse Association words. The Region designation should be Stone Sans Serif typeface and PMS 648.

**MARK 107. AHA Member Organization Logo.** Local AHA Member Organizations currently Recognized by the Arabian Horse Association are granted a limited, non commercial license to use the AHA Member Organization Logo in or on promotional advertisements, banners, signs, stationary and other print media to signify affiliation with AHA and to promote AHA and the local Member Organization. This limited license is conditional upon compliance with all trademark usage guidelines, which AHA may require from time to time. Use of the design must follow the AHA corporate graphic guidelines and the (SM) symbol must appear as part of the logo when reproduced. The design cannot be used for commercial or endorsement purposes, without written permission from AHA. Commercial purposes include sales, merchandise, seminars, sponsorship or other activities, which imply endorsement or approval by AHA. (BOD 2/04)



Corporate identity colors are PMS 648 for the design and PMS 520 for the words the Arabian Horse Association words. The Member Organization designation should be Stone Sans Serif typeface and PMS 648.



**MARK 108.** When horse shows and/or rides are recognized by AHA, they are granted a limited, non-commercial license to use the **AHA Recognized Competition Logo** in or on premium lists, show programs, signs, awards and advertisements for the show/ride to signify recognition by AHA. Such a limited license is conditional upon receiving AHA recognition and upon compliance with all trademark usage guidelines which AHA may require from time to time. The design cannot be used for any other purpose without written permission from AHA and the (SM) symbol must also appear as part of the logo when reproduced.



Corporate identity colors are PMS 648 for the design and PMS 520 for the words.

**MARK 109.** The **Frequent Rider Program, Competitive Distance Program and Open Event Incentive Program** designs are service marks of AHA which also owns the copyright to these designs. The marks cannot be used without express written permission of AHA. The marks are reserved for promotion of the respective programs by AHA.



**MARK 110.** The group of words **For The Love Of The Breed** is a service mark of AHA and cannot be used without express written permission.

**FOR THE LOVE OF THE BREED**

**MARK 111.** The group of words **Discovery Farm** is a registered service mark of AHA and cannot be used without express written permission.

**DISCOVERY FARM®**

**MARK 112.** The **Arabian Breeders Sweepstakes** designs are registered service marks of AHA which also owns the copyright to these designs. These marks cannot be used without express written permission of AHA. These marks are reserved for promotion of the program by AHA.



**MARK 113.** The **Arabian Breeders Sweepstakes - Participant** design is a service mark of AHA. Members of AHA who have horses legitimately enrolled in the Sweepstakes program may use this design only for the limited non-commercial purpose of signifying horse enrollment in the Sweepstakes program. Placement of this design in advertisements or on stationery should be such that it does not imply recognition or sanction of the contents. This design may not be used in any other way, including in conjunction with the sale of merchandise or for any commercial purpose, without the express written permission of AHA.

**MARK 114.** The **Arabian Breeders Sweepstakes - Nominated Sire** design is a service mark of AHA. Members of AHA who have horses legitimately enrolled as a Nominated Sire in the Sweepstakes program may use this design only for the limited non-commercial purpose of signifying horse enrollment as a Nominated Sire in the Sweepstakes program. Placement of this design in advertisements or on stationery should be such that it does not imply recognition or sanction of the contents. This design may not be used in any other way, including in conjunction with the sale of merchandise or for any commercial purpose, without the express written permission of AHA.



**MARK 115.** The **AHA Youth National Arabian & Half-Arabian Championship Horse Show** designs are a service mark of AHA which also owns the copyright to this design. They cannot be used without express written permission of AHA and agreement to comply with guidelines for its use. These marks are reserved for promotion of the event by AHA.



**MARK 116.** The **Canadian National Arabian & Half-Arabian Championship Horse Show** designs are service marks of AHA which also owns the copyright to this design. It cannot be used without written permission of AHA and agreement to comply with guidelines for its use. These marks are reserved for promotion of the event by AHA.



Corporate identity color is Pantone Red 032.

**MARK 117.** The **Sport Horse National Arabian & Half-Arabian Championship Horse Show** design is a service mark of AHA which also owns the copyright to this design. It cannot be used without express written permission of AHA and agreement to comply with guidelines for its use. This mark is reserved for promotion of the event by AHA.



Corporate identity color is PMS 350.

**MARK 118.** The **U.S. National Arabian & Half-Arabian Championship Horse Show** design is a service mark of AHA which also owns the copyright to this design. It cannot be used without express written permission of AHA and agreement to comply with guidelines for its use. This mark is reserved for promotion of the event by AHA.



**MARK 119.** The Distance National Arabian & Half-Arabian Championship Horse Show design is a service mark of AHA which also owns the copyright to this design. It cannot be used without express written permission of AHA and agreement to comply with guidelines for its use. This mark is reserved for promotion of the event by AHA.



**MARK 120.** The National Championship and National Reserve Championship trophies are service marks of AHA. Winners (horses, owners, riders/drivers/handlers or trainers) of the National Champion and National Reserve Champion Trophies may use the trophy(s) for the limited purposes of displaying the trophy(s), being photographed with their trophy(s) or using photographs of the trophy(s) by the winner to advertise their win(s). Such photographs may only be used by the winner(s) of the trophy for personal non-commercial uses or in advertising by the winner(s). The limited ability to use the trophy is personal to the winner and shall not be assigned. The trophies or any picture, drawing, replica, or any other image of the trophies may not be used for any other purpose, commercial or otherwise, without the express prior written approval of AHA. Such non-permitted uses include, but are not limited to, photographs for articles in non-AHA publications (except in advertisements as permitted above or with express written permission), as a graphic design element in advertising, merchandising of any kind, or use of the trophy on stationery, envelopes, business cards or similar items. (BOD 1/99)



National Champion  
(Silver)



National Reserve Champion  
(Bronze)

**MARK 121.** *Arabian Horse Life*, (BOD 11/16) the title of AHA's publication, is a service mark of AHA and cannot be used without express written permission.



**Note:** Any future name change of the AHA magazine or brand must be approved by the AHA Board of Directors. (BOD 5/07)

**MARK 122.** The Judges & Stewards design is a service mark of AHA which also owns the copyright to this design. The mark cannot be used without express written permission of AHA. The mark is reserved for promotion of the Judges & Stewards programs by AHA.



**MARK 123.** The Arabian Horse DataSource design is a service mark of AHA and cannot be used without express written permission.



**MARK 124.** The following AHA designs and/or group of words are registered service marks of AHA which also owns the copyright to these designs. They cannot be used without express written permission of AHA.



**MARK 125.** Use of other marks, logos, symbols, or designs which have been or may be created by or for AHA is reserved for AHA. This reservation of rights includes past designs, current designs and marks, and other designs and marks which may be developed by AHA, even if such designs are not listed in this handbook. Regions, Member Organizations, members and others must seek written permission from the AHA office to use AHA marks, logos, symbols or designs unless a specific limited license is granted according to the terms provided in these Articles. If any mark or design, including the mark "Arabian Horse Association<sup>SM</sup>" is used by any individual, group or company without AHA's consent, AHA will vigorously enforce its rights to these marks.

**MARK 126.** If a license or express permission is granted to use a mark or design owned by AHA, the user or licensee must identify AHA's ownership of the mark with each use. Further information regarding the use of AHA's marks can be obtained from the AHA office.