

**Alberta Equestrian Federation**  
**Policy: Use of AEF Logo's**  
**Effective Date: November 23, 2013**  
**Approved by the Board: November 23, 2013**  
**Department: Marketing and Communications**

The AEF Logo includes multiple variations as appropriate to different types of membership, certification, programs or status. To request an AEF logo or AEF program logo sent to you based on the criteria below, please contact [marketing@albertaequestrian.com](mailto:marketing@albertaequestrian.com) Please ensure you specify the purpose of the request in regards to logo use.

1. AEF Business Member: May be used by all Business Members in good standing on their website and brochures to indicate their membership, but not to promote specific programs or events.
2. AEF Individual Member: May not use the AEF logo for any published materials or on a website or as an implied endorsement.
3. EC/AEF Certified Instructors/Coaches/Officials: May be used by all currently certified instructors, coaches, or officials on website, business cards and personal advertisement, as well as to promote an event, program or lessons. Both membership and certification must be current.
4. AEF Club Member: May be used on website to indicate their membership, but not to promote specific programs or events or as an implied endorsement. Clubs must be a member in good standing with the AEF. Only the parent organization may use it, not their members.

**IN ADDITION, THE AED LOGO MAY BE USED:**

5. For an approved and registered AEF clinic or workshop, on a flyer or advertisement used to promote the specific event from time to time.
6. By other individuals or entities as authorized by AEF from time to time.
7. Approval for usage will only be granted to AEF members in good standing.
8. AEF reserves the right to inspect and give final approval to the reproduction and the manner in which the logo is reproduced or displayed.
9. In all cases, the uses of the logo will be to the benefit of AEF.
10. The AEF logos cannot be used as a profile image for Facebook, Twitter, or any other form of social media.

AEF Logos may NOT be used by the following individuals or entities:

1. By clubs, businesses/ organizations or events that are not current members in good standing with the AEF.
2. By EC/ AEF Certified Instructors/Coaches who are not current in both their membership and certification.
3. By any other individual or entity unauthorized by AEF.
4. Students of AEF Certified Instructors that have received AEF rider level certificates.

The AEF Logos may only be used in the approved format(s) and qualified individuals may request a copy of one of the logos above by calling the AEF office at 877-463-6233. AEF Logos shall not be altered or changed in any way other than adjusting it for size, and to display the logo at least 72 dpi. AEF Logos may not be combined with any other logo. In ALL instances permission must be requested for use of all and any AEF logos.

