



ASIAN AMERICAN HOTEL OWNERS ASSOCIATION

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AAHOA LOGO GENERAL STANDARDS & GUIDELINES

**** Allied Members are granted a limited right to use the AAHOA logo shown on this page only in compliance with these General Standards & Guidelines. This right may be revoked by AAHOA at any time. Any use by an Allied Member of the AAHOA logo indicates that Allied Member's agreement to abide by these General Standards & Guidelines. Improper use or abuse of the limited rights and provisions for the use of the AAHOA logo will constitute a violation of trademark law and copyright law.**

****Permission for limited use of the AAHOA logo is granted *only* to Allied Members, which are companies whose membership dues have been paid in full for the current year. Business members whose memberships are not renewed have 30 days to cease publishing and distributing materials using the designated AAHOA logo. Limited usage rights will be reviewed annually.**

****When used by Allied Members, the AAHOA logo must be accompanied by the additional text '*Allied Member*' 'wrapped' around the outside of the AAHOA logo in a font and size specified by AAHOA. AAHOA will have the exclusive right to the use of the logo which appears without the aforementioned 'wrapped' text, along with the exclusive right to the use of any and all other AAHOA-proprietary trademarks or service marks.**

****In four-color advertising, the AAHOA logo must always appear in PMS 295. In one-or two-color advertising, the AAHOA logo must always appear in black. Any other color must be approved by AAHOA. The outside ring containing the words 'Asian American Hotel Owners Association', as well as, the double 'A' in the center must be the same color. The words in the outside ring will always be white. The area around the double 'A' must be either white or the same as the background against which the AAHOA logo is placed.**

****The use of the AAHOA logo by our Allied Members *does not* constitute a product or service endorsement by AAHOA. The appearance of the AAHOA logo on a business partner's identity, collateral or advertising materials only certifies that the business is then an 'Allied Member' (having fulfilled the annual membership dues requirement).**

****Allied Members may not use the AAHOA logo on goods for promotion or resale. AAHOA will have the exclusive right to market goods for promotion or sale that bear the AAHOA logo (including the exclusive right to utilize the AAHOA logo on shirts, caps mugs, tumblers, buttons, etc.). Allied Members may not use the logo in any fashion which might cause others to believe AAHOA is the source of, or sponsors, endorses, or is affiliated with any goods, services or any provider of goods or services.**

****Allied Members will, for so long as they use the AAHOA logo, provide goods and services of the highest quality measured by the standards of the hospitality industry. AAHOA reserves the right to review Allied Members' goods and services and their use of the AAHOA logo to ensure compliance with these General Standards & Guidelines.**

****Allied Members who are members of the print, television, radio, motion picture or online media agree that they shall not, without the express prior written consent of AAHOA, disclose, disseminate or use in any manner whatsoever for any purpose whatsoever any AAHOA membership listings (including databases) or any information derived therefrom.**

Please contact the AAHOA office at (404) 816-5759 if you have any questions or are in need of assistance.