

# APP Name and Logo Usage Guidelines

The APP does not certify piercers or piercing studios. Wording such as “APP Certified” should never be used. While the APP does provide education to piercers, we do not train piercers, so “APP Trained” is never acceptable. Having a certificate of attendance to one of our conferences does not constitute certification or membership.

## The APP logo in Digital Media:

The Association of Professional Piercers freely licenses the use of its trademarked corporate logo (shown below) in all digital media on the condition that the trademark licensee uses the mark to point to the APP homepage, <http://safepiercing.org>, and only to the APP homepage. The APP retains full, unfettered, and sole discretion to revoke this trademark license for any reason whatsoever or for no specified reason.



Simply stated, the APP gives free use of its logo to anyone, for any digital media, including, but not limited to, web sites, social networking pages (IAM, MySpace, Facebook), blogs, etc., as long as the following two conditions are met:

- 1) The logo must point to the APP homepage (<http://safepiercing.org>).
- 2) The logo must not be used in any way that states or implies membership in the APP for any individual or organization.

This logo may not be used in print media without express permission.

## Patron Members:

Patron Members may use this logo in the same fashion as non-members and the general public, but may not use the APP name or logo in reference to piercing services or products of any kind.

## Associate Members, Business Members and Business Members-at-Large:

Associate Members, Business Members, and Business Members-at-Large *only* may use the APP Members' Logos. They may be used in digital or print form, including—but not limited to—business cards, website, advertising, etc. When used, *it must be used in a way that is clear the membership belongs to the individual, not the studio.*



**PROUD MEMBER**  
VERIFY AT SAFEPIERCING.ORG

If any APP Associate Member, Business Member, or Business Member-at-Large uses the Members' Logo in any print advertising, the Member is making a commitment to maintain his or her membership through the end of that print run. *Failure for the piercer(s) to renew membership during the duration that the APP name or logo is used in print will result in the studio being listed on the impostors page of the website, even if there were members on staff at the time that the printing was done.* This includes business cards, flyers, print ads, yellow pages ads, and any other print media.

Anyone misusing the APP name or logo to falsely state or imply membership will be listed on the APP website as an imposter and may be subject to legal action.

Please replace all former logos with the current logos.

**Corporate Associate Members:** See the guidelines for name and logo usage specific to Corporate Associate Members.

**Please sign below:**

I understand and agree to adhere to the above APP Name and Logo Usage Agreement for the duration of my membership. I agree to discontinue use of the APP Members' Logo if I discontinue my membership in the organization.

I also understand that I need prior written permission from the Board of Directors to use the APP name or logo in any manner that is not listed above. Failure to comply with the APP Name and Logo Usage agreement could result in suspension or revocation of membership and/or listing as an Impostor. I agree that the APP is not responsible for any expenses I may incur from misuse of the APP name or logo.

Print Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_