

3. Corporate Identity & Property

Several devices exist that create an identity for the Association. As such, it is important that the Association adhere to standards of use to help ensure that there is consistency in the manner in which the corporate identity is portrayed.

Similarly most properties of the Association are provided to aid in performing the business of the Association. Design and use of these properties are controlled to ensure proper use and to protect the investments of the Association.

3.1 Logo

The logo of the Association is the design of the Association and is to be used only in conjunction with official business matters and publications authorized by the President or the Executive Board (See Attachment 3.1 for a sample of the logo). Any unauthorized use of the logo shall be deemed as misrepresentation of the Association and illegal use of Association property.

The logo shall be displayed on all Association stationery and certificates and on other official documents, when practical. For this purpose, the logo shall be retained by the Association's Secretary on both computer disk format (as a clip art file) and as cameraready art on film sheets that can be used for printing jobs.

3.2 Association Colors

The official colors of the Association are red (PMS number 185), white and blue (PMS Reflex Blue).

The official blue (Reflex Blue) color shall be used on Association stationery and certificates. For other publications, either black ink or the official blue color shall be used to reproduce the logo.

3.3 Association Properties

3.3.1 Banners

The banner bearing the Association's logo is retained by the Secretary of the Association and is displayed at Association meetings. It is the responsibility of the Secretary to transfer the banner to the succeeding Secretary at the end of the Secretary's term.

3.3.2 Corporate Seal

The Secretary is responsible for housing the corporate seal. The seal is to be used only at the discretion of the President or the Executive Board and only for official Association documents, e.g., certificates, legal documents, resolutions, etc. Impressions of the seal may be made either with or without the use of gold foil. Persons desiring to use the seal must first obtain verbal or written approval from a majority of the Executive Board. The corporate seal bears the following inscription:

Alabama Association of Student Financial Aid Administrators
(An image of the Association's approved logo.)

It is the responsibility of the Secretary to transfer the seal to his/her successor.

3.3.3 Certificates

The Association maintains a supply of certificates that may be used to recognize individuals for outstanding performance or service to AASFAA. Certificates may be used only with the approval of the President or the Executive Board. All certificates issued by the Association should bear the Association's corporate seal.

The Secretary maintains a supply of certificates for use by the Association.

3.3.4 Meeting Gavel

The gavel is retained by the Secretary of the Association and is used at official business and Board meetings.

It is the responsibility of the Secretary to transfer the gavel to his/her successor for safe keeping.

3.3.5 Stationery & Supplies

Stationery and supplies are the sole property of the Association and shall be used only for purposes of conducting Association business, as duly authorized by the Executive Board. Any unauthorized use of these properties shall be deemed as misrepresentation and illegal use of Association property.

Persons in possession of Association stationery or supplies shall promptly surrender such properties at the time the individual leaves office or the term of

responsibility to the Association expires, when the stationery or supplies become obsolete or as otherwise directed by the President. The following represents the standard stationery and supplies maintained by the Association:

Stationery, including the Association's logo,
Name badges displaying the Association's logo,
Conference and membership registration forms, and
Expense and financial reporting forms used by the Treasurer.

3.4 Tangible Assets

Certain tangible assets are the sole property of the Association. As such, a complete record of all assets must be retained in safe keeping. Additionally, certain tangible assets are licensed to the Association and, as such, usage of these assets bears certain licensing restrictions.

3.4.1 Computers and Software

The Association maintains computers and software for the sole purpose of conducting Association business. Such equipment and software are the sole property of the Association and are to be used only for Association business.

All software and computer equipment shall be registered with the appropriate manufacturer(s) to provide the Association with maximum coverage for manufacturer warranties. A listing of Association assets shall be included with each budget summary prepared by the Treasurer.

Persons in possession of computers or software shall promptly surrender them when their term of office/responsibility expires or if they otherwise are directed by the President to do so.

3.4.2 Ballot Boxes

The Secretary retains the ballot boxes to be used during Association elections and is responsible for transporting the boxes to the election site and transferring possession of the boxes to his/her successor.