

CALIFORNIA ASSOCIATION OF HEALTH UNDERWRITERS
POLICY & PROCEDURES

POLICY TITLE: Use of CAHU Logo

CLASSIFICATION: Communications

POLICY NUMBER: 7016

DEPARTMENT COORDINATOR: VP of Communications

MOTION:

SECONDED:

DATE SUBMITTED (INITIAL):

DATE APPROVED: August 17, 2015

APPROVED BY: Board of Directors

REVIEW DATE: 2017

PURPOSE:

Allow Members to use CAHU logo.

POLICY:

- Any member in good standing may use CAHU's logo on his/her business cards, letterhead or website, if accompanied by the term "Member of" or "Member of the California Association of Health Underwriters" or "Member of the National Association of Health Underwriters.

- The use, size and placement of the logo and accompanying text shall only indicate membership in CAHU or NAHU, and should not indicate or suggest CAHU's approval or endorsement of his/her business, product or services.

- Furthermore, use of the CAHU logo shall not confer membership in NAHU or CAHU. Authorized corporate partners and /or sponsors of NAHU may also use CAHU's logo on business cards, letterhead, website or marketing materials only upon express written consent of CAHU.

PROCEDURE:

Members request logo. CAHU Staff verifies membership status

FINANCIAL IMPACT:

None.