

MHBA LOGO USE AGREEMENT



LOGO USE AGREEMENT FOR MHBA MEMBERS

MHBA members are encouraged to identify themselves as MHBA members or refer to their MHBA Membership or participation in an MHBA activity in the context of professional or commercial activities or communications, provided the usage does not imply MHBA approval, endorsement, or recommendation, including without limitation with respect to any content, company, product, or service. Members may use the MHBA Logo to identify themselves as MHBA members.

MHBA members must agree to, and comply with, the following requirements and restrictions relating to use of the MHBA Logo

Authorized Use of the MHBA Logo

An MHBA member in good standing may use the MHBA Logo to represent its status as an MHBA Member in professional advertising and informational materials, including any business cards, letterhead, website, brochures, email advertising, and other marketing materials. The MHBA name and logo may not be used in any other manner without the prior written consent of the MHBA. Permission to use the MHBA name or logo may be rescinded by the MHBA at any time at the MHBA's sole discretion.

Termination of Membership

In the event that an organization's membership expires, lapses, is suspended or revoked, or is otherwise terminated by the MHBA, the member agrees that it will discontinue use of the MHBA Logo, and will remove the logo from all advertising and informational materials, both print and online, and internet sites immediately. If an organization has not renewed for membership at the end of its membership term, it must cease use of the MHBA Logo immediately upon expiration of membership.

Non-Assignment/Non-Transferability

Permission to use the MHBA Logo is limited to the individual MHBA member and may not be assigned to, transferred to, or otherwise used by any other individual, organization, business, or entity.

Proper Appearance of MHBA Logo

Members must always use the MHBA Logo in its entirety, without any changes made to its shape or contents. When displayed, the MHBA Logo cannot appear larger than the member's company logo. Materials which include the MHBA Logo must clearly indicate that the member is the source of the goods or services advertised.

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Proper Use of the MHBA Logo:

- The approved logos for MHBA members to use is identified on this document.
- The MHBA Logo may not be used in any fashion that would imply that the member is affiliated with the MHBA in any way other than as a organizational member.
- The MHBA Logo may not be published in conjunction with any statement or material that, in MHBA's judgement, may be harmful to MHBA's goodwill or may undermine MHBA's credibility.
- At MHBA's request, the member shall provide the MHBA with copies of all materials containing the MHBA Logo for review, including, but not limited to, brochures, line sheets, advertisements, and promotional materials.
- Use of MHBA's logo on a member's website must include a hyperlink to the MHBA webpage (www.homebuilders.mb.ca)

Reporting Obligations

A MHBA member has the responsibility to report the unauthorized use, misuse, or other violation of this policy to the MHBA in a timely manner, including any circumstances where a member becomes aware of the use or infringement of the MHBA Logo by an unauthorized individual or organization, or the improper use of the MHBA Logo by an MHBA member.

Ownership Rights

The MHBA retains all ownership rights concerning the MHBA Logo and its affiliated logo (Parade of Homes Logo).

All matters concerning the proper use of the logos should be directed to Cyrille McIntosh at cmcintosh@homebuilders.mb.ca

All MHBA members, upon being granted membership to the association must accept, and agree to comply with the requirements and restrictions stated in this Agreement.



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