



SPECIALTY EQUIPMENT MARKET ASSOCIATION

SEMA BUSINESS MEMBER LOGO



MEMBER™

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SEMA BUSINESS MEMBER LOGO USAGE AGREEMENT

INTRODUCTION

The purpose of this document is to provide members of the Specialty Equipment Market Association and the Performance Racing Industry (collectively referred to herein as “SEMA”) with a policy including an illustration and further explanation of the terms, conditions and restrictions regarding use of SEMA trademarks/service marks/logos/names/acronyms (“Marks”). In order to preserve the integrity and goodwill of the Marks, SEMA has established the following requirements that are designed to protect the goodwill and value of the Marks for SEMA and SEMA members and partners. Compliance with this policy is a condition for the use or display of the Marks. Each member acknowledges the right of SEMA, in its sole and unfettered discretion, at any time to interpret this policy and alter these Guidelines without notice and/or to revoke permission to use and/or display any or all of the Marks.

Please become familiar with these guidelines and apply its rules when consider use of or developing collateral pieces that feature the Marks. If you need further assistance, or would like SEMA to review business materials that you are developing that feature the Marks, please feel free to contact us at 909-978-6720.

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SECTION 1—TERMS THAT APPLY TO ALL MARKS

1.1. Who May Use the Marks

The Marks may be displayed only by SEMA members in good standing and licensed business partners.

1.2. Always Display Marks with Appropriate Legends

Whenever displayed by member, the Marks must be displayed with the appropriate ® or TM imprint as required.

1.3. Permitted and Non-Permitted Uses

Members may use the applicable Mark or Marks on company letterheads, business cards, web sites and company promotional literature to indicate membership in SEMA as discussed further in the Frequently Asked Questions section below. Members may not use the Marks on any product or product packaging or in any way that implies, suggested or intimates SEMA endorsement of the company or its products/services. Additionally, the Marks may not be used in any manner that overemphasizes the member’s connection with SEMA. Any other use of the Marks that have not been specifically described in these Guidelines must be approved by SEMA.

1.4. Use of Marks on Internet Sites

Whenever displayed on Internet sites, the Marks must be hyperlinked to the SEMA website, <http://www.SEMA.org>. This link must take the user completely out of the member’s web site and directly to the SEMA site. Framing is not permitted.

1.5. Display of Marks – General Considerations

All reproductions of the Marks must be made from original reproduction artwork provided by SEMA, and may only be used in black and white or the colors specified for each mark below, unless otherwise approved by SEMA. Under no circumstances may the Marks be hand-drawn, revised or altered in any way. Furthermore, the Marks may not be typeset, reproduced or electronically scanned in such poor quality as to distort or significantly alter their appearance. If, for purposes of special printing requirements, a Mark must be resized, the proportions must remain the same.

1.6. Termination/Suspension of Membership or Privileges

Should membership in SEMA be suspended or terminated for any reason, or should privileges to display the Marks be revoked by SEMA for any reason, then all Marks must be immediately removed from all advertising, literature, web sites, business cards, brochures, etc. and/or wherever such Marks have been displayed by the former or disallowed member.



SECTION 2 – FREQUENTLY ASKED QUESTIONS

Question 1 – CAN I USE THE MARKS ON GENERAL COMPANY PROMOTIONAL MATERIALS?

Answer: Members are permitted to use the Marks on general company promotional materials and web sites, but only in such a manner that the viewer is able to recognize the member's status as a member of SEMA. The Marks may not be used in such a manner that would be misconstrued as an endorsement or certification of any service, product or practice of the member or suggest any relationship beyond membership. The use of any SEMA Mark should never be used alone and should always be in conjunction to (in proximity of) the member's own branding. The use of the SEMA Marks should not obscure nor be the primary focus in relation to the member's own branding (e.g., the SEMA Marks should always be scaled substantially smaller than the Member's).

Question 2 – CAN I USE THE MARKS ON PRODUCT PROMOTIONAL MATERIALS?

Answer: Yes, but only under the following criteria: (1) the Marks must be placed in one of the document's surrounding margins and be clearly separate from any reference to the promoted product or products; (2) the Marks must appear in the document in close proximity to the member's name; (3) the Marks must be positioned in the document in a manner that it would not be construed as an SEMA endorsement or certification; and (4) the Marks may not appear in close proximity to any product logos, product images, product names or product descriptions.

Question 3 – CAN I GROUP THE MARKS WITH OTHER COMPANIES' OR ORGANIZATIONS' LOGOS?

Answer: Yes, but only under the following criteria: (1) the Marks must stand alone and cannot appear connected to the other companies' or organizations' marks; and (2) the Marks cannot appear in proximity to other companies' or organizations' certification marks such that the Marks would be construed as a co-brand, certification mark or endorsement.

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SECTION 2—FREQUENTLY ASKED QUESTIONS, continued

Question 4 – MAY I PRODUCE AND SELL ITEMS THAT HAVE THE MARKS ON THEM?

Answer: No. The Marks are only to be used by the member in company letterheads, business cards, web sites and company promotional literature for purposes of indicating membership in SEMA. Members may not produce and sell any promotional products (e.g. hats, t-shirts, coffee mugs) that display the Marks.

Question 5 – WHAT HAPPENS IF I DO NOT FOLLOW THESE GUIDELINES?

Answer: A member's ability to use the Marks is preconditioned upon: (1) membership in SEMA in good standing; and (2) adherence to these guidelines and any other staff direction consistent with (interpreting) these Guidelines. Failure to adhere to these guidelines constitutes a breach of the understood license agreement for any use of the Marks. Breaches of the license agreement may result in the revocation of the privilege to use the Marks, impact one's membership, or in some cases, legal action.

Question 6 – HOW CAN I CONFIRM IF I AM COMPLYING WITH THE GUIDELINES?

Answer: You may contact SEMA with any questions at 909-978-6720 or by e-mail at jeffk@sema.org. SEMA will answer any questions and review your materials for compliance if requested.



SEMA MEMBER LOGO

The SEMA Association has the challenge of representing thousands of companies with one SEMA logo. To accomplish this SEMA has added the word MEMBER to the logo for all member companies to use on their company's website, letterhead, catalogs, business cards and advertisements.

The SEMA Member logo may be used by SEMA Members only. See the next page for proper usage guidelines.

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SEMA Business Member Logo

SEMA MEMBER LOGO GUIDELINES

1. SEMA encourages members to post the SEMA Member logo on their company website and use it on company-related materials such as letterhead, catalogs, business cards and advertisements.
2. A SEMA member may not use the SEMA Logo to market a particular product, or affix the logo to a product or to product packaging.
3. The SEMA logo may never be used by a SEMA Member as a "stand-alone"; the SEMA Member logo must be used when a member uses the logo. The word "Member" must be clearly identifiable.
4. The SEMA Member logo may not, under any circumstances, be distorted in its display; the logo must be vertically positioned as originally intended (not tweaked, turned upside down, etc.).
5. The SEMA Member logo may not be printed in any other color(s) than the ones provided.



COLOR USAGE AND REQUIREMENTS

The SEMA logomark may appear in SEMA red, black or white only. It may not be shown in any other color. SEMA Red is PMS 485 for spot color and 0/100/100/0 for 4-color process.

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SEMA Business Member Logo

COLOR PALETTE

The continued success of the logo depends largely on the correct use of color. The swatches below demonstrate the preferred color system.



PANTONE® 485

CMYK: 0-C 100-M 100-Y 0-K
RGB: 237-R 27-G 45-B
HEX: ed1c24



Black

CMYK: 0-C 0-M 0-Y 100-K
RGB: 0-R 0-G 0-B
HEX: 000000

Since differences in substrates and processes can affect color, the CMYK equivalents above are guidelines only and should not be considered exact matches. To ensure consistent results, always proof carefully against the PANTONE Color Standard.

NOTE: Colors shown throughout this guide are for demonstration purposes only. For accurate color standards, refer to the current edition of the PANTONE Color Formula Guide.

**PANTONE is Pantone, Inc.'s check-standard for color reproduction.*



