

ASSOCIATION OF HYPNOTHERAPY PRACTITIONERS MALAYSIA (AHPM) TRADEMARK AND LOGOS USAGE GUIDELINES

1. INTRODUCTION

1.1: This guideline outlines the policy for the usage of the AHPM trademark and logos, emphasizing its exclusive ownership by AHPM.

1.2: The AHPM trademark and logos are the representations of the association's identity and must be used in accordance with the guidelines to maintain recognition, consistency, integrity, and professionalism.

2. OBJECTIVE

2.1: The purpose of this guideline is to provide information on the usage of the AHPM trademark and logos in materials for registered members, affiliates, and any other parties who need to be informed.

2.2: AHPM is the sole owner of the trademark and logos. The usage of any trademark and logos implies acceptance of and agreement with the terms outlined in this document.

2.3: Members are required to adhere to the guidelines to ensure a unified and professional representation of AHPM.

3. APPLICATION AREAS

3.1: The usage areas of AHPM trademark and logos include but are not limited to the following:

- Printed media
- Internet, websites, email signatures and social media platforms
- Television, video, and digital media
- Business cards

4. DETAILED GUIDELINES

4.1 General Principles:

4.1.1 Ensure accuracy and compliance with guidelines in marketing materials.

4.1.2 Members who wish to use the trademark and logos should also abide by the AHPM Code of Ethics.

4.2 AHPM Logos:

The three different variations of AHPM logos are:

4.2.1 AHPM Trademarked Logo



4.2.2 AHPM Practicing Member Logo



4.2.3 AHPM Associate Member Logo



4.3 Usage of AHPM Logo:

4.3.1 The AHPM Trademarked Logo is registered and used by the committee for official purposes. Affiliates may use the logo with written approval from the committee.

4.3.2 The AHPM Member Logos are intended for indicating valid membership status only. Practicing Members and Associate Members are entitled to use the respective logos for this purpose. Members desiring alternative uses shall contact AHPM for written permission.

4.3.3 For the usage of AHPM name and logos in commercial, advertisement, and promotional purposes, members **MUST** submit drafts or materials to the AHPM committee for review before distribution to avoid misrepresentation.

4.3.4 Implying that AHPM endorses or certifies certain courses and services is prohibited without prior written consent from the committee.

4.3.5 Other individuals and organizations who wish to use any of the AHPM logos shall write in for permission, and AHPM reserves the right to grant consent to any such application.

4.3.6 If a written agreement has been entered into with AHPM, encompassing usage guidelines or requirements distinct from those outlined here, the terms of the written agreement shall prevail.

5. APPLICATIONS OF AHPM LOGOS

5.1 Avoid altering or distorting AHPM logos and refrain from combining them with any images, designs, symbols, or words. Exercise caution not to employ AHPM logos in a manner that, in AHPM's sole discretion, may be deemed misleading, unfair, defamatory, disparaging, or otherwise illegal or objectionable.

5.2 AHPM will take administrative action, including reminders, warnings, suspension, termination of membership, revocation of permission, and termination of agreement(s), against any parties that fail to adhere to these guidelines when using the trademark and logos.

5.3 Infringement upon the AHPM trademark rights may be subject to legal consequences.

6. LIST OF RELATED REFERENCES

5.1 The Code of Ethics of AHPM

5.2 The Malaysian Code of Advertising Practice

5.3 The Code of AHPM Trademark Number: TM2023020356

7. GUIDELINE REVIEW

7.1 This guideline shall be subject to review as and when required to ensure that it is consistent with the AHPM's principles and requirements.

7.2 Please direct any AHPM trademark or logo usage questions not covered in these Guidelines to ahpm.secretary@gmail.com.