

Logistics Officer Association Guidance (G-7)
National Logo Usage and Merchandise Franchising

1. Purpose: Provide LOA chapters' formal guidance on national logo usage and provide all chapters equal opportunity to compete for merchandise franchising at the national level. Additional purpose is to preserve the association's logo and what it represents, and provide association chapters with a vehicle to generate funds that directly support the professional development of logistics officers.

2. National Logo Usage: The LOA national logo may not be used without written permission by the full LOA National Executive Board. E-mail requests and permissions are acceptable. Requests for national logo use may be made at any time. When used, the national logo shall not be altered.

3. General Usage: General usage of the LOA national logo is permitted on stationary in the header and shall be placed on the first page of a document in the upper-left corner. LOA graphics, located on the LOA National website, are permitted to be used on local chapter web sites, but each graphic must be hyperlinked to <http://www.loanational.org>. This guidance provides written permission and further request for general usage approval is not required.

4. Specific Merchandise Guidance:

a. LOA no longer franchises merchandise. All merchandise is sold through the LOA National Board.

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Doug Cato, Colonel, USAF

President, Logistics Officer Association

Approved by the Executive Board, 15 August 2009

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