



LifeScience Alley™

LifeScience Alley Name & Logo Usage Policy

It is an honor to serve our members and to serve as a connecting place for you / your business. To further help these connections be made, we encourage you to let others in the life sciences industry know you are members of LifeScience Alley™. We believe that public notice of membership is a good two-way reflection on the member organization and the LifeScience Alley trade association.

Because our brand name and identity is an important trademark for us, we do have some guidelines for our members to follow in using the LifeScience Alley name and mark. We have provided a brief list of what is, and is not acceptable. We hope this is a helpful guide regarding our business relationship. (If you are not the appropriate contact, please forward this information to your organization's Marketing department.)

Acceptable Communications Vehicles

The LifeScience Alley name and/or mark is approved for use by member organization's in the following communication vehicles:

- Website (must include hotlink to LifeScience Alley website)
- Email communications*
- PowerPoint presentation
- Direct Mail (includes letters, postcards, newsletters, and other printed pieces)
- At member business establishment (2.5" x 5" static cling decal provided by LifeScience Alley)

Approved Logo Usage Guidelines

LifeScience Alley approves of the following statement/usage of our name and/or mark:

Display: "Member of LifeScience Alley™." OR "A Member of LifeScience Alley" logo
(The "Member of" statement may appear in all type (no logo included) - OR – the "A Member of LifeScience Alley" logo may stand alone.)

This statement must appear separate from the member organization name/logo so that no endorsement is implied. It may only be used as a sign-off or stand-alone statement / graphic; it may NOT be used in the context of a message, statement, paragraph, etc. It must be secondary in placement and emphasis to the member organization's logo / identity.

Visit www.lifesciencealley.org/marketing/logousage.shtml for examples.

Logo Uses Not Approved

- Salutations in a letter or email may not say, "Dear fellow LifeScience Alley member,"
This statement may imply that LifeScience Alley provided the name/contact information for the recipient. We have a very strict privacy policy and do not want to raise any question or concern among our members about protecting their contact information.
- Any mention of LifeScience Alley membership in the context of the member organization's communications text is prohibited.

***Email Communications**

Email notices are only sent out regarding information, programs, and events in which LifeScience Alley is hosting or in which the association is directly involved. Advance permission will be necessary for co-branded email notices.

Approval Process

LifeScience Alley must approve all requests for usage of the association name and/or mark in communication vehicle uses as described above. Membership dues must be current throughout the time of usage. To request approval, please send an email to rbaird@lifesciencealley.org including the following information:

Contact information:

Your name

Title

Company name

Phone

Email

Intended usage

Program / Event information (if relevant)

Sample of intended communication vehicle / piece

Usage time frame