

PHCC-TX Logo Usage Policy



Effective Date: 3.31.2025

I. Purpose The purpose of this policy is to establish guidelines for the appropriate use of the PHCC-TX Member Company logo by active members. These guidelines are designed to protect the integrity of the PHCC-TX brand while providing value to members who wish to showcase their affiliation with the association.

II. Authorized Use

1. The PHCC-TX Member Company logo is available exclusively to active, paid members in good standing.
2. PHCC-TX will provide a designated logo featuring the text "2025 Member Company" for use by eligible members.
3. The logo may be used only on:
 - The member company's official website homepage
 - Business cards
4. Use of the logo in any other format or location (e.g., products, marketing materials, digital communications, or promotional items) requires written consent from PHCC-TX.
5. The logo may not be used in contracts, legal documents, warranties, political campaigns, legal disputes, or in any manner that misrepresents PHCC-TX's purpose.

III. Prohibited Use

1. Members may not modify, alter, or edit the logo in any way, including but not limited to changes in color, proportion, or additional design elements.
2. The logo may not be used after membership has lapsed or been revoked.

3. Misuse of the logo, including unauthorized alterations or placement on unapproved materials, will result in immediate action by PHCC-TX.

IV. Ethical Considerations

1. PHCC-TX expects all members to engage in ethical and professional business practices.
2. If a member company is found to be engaging in unethical or illegal activities, PHCC-TX reserves the right to review their membership status and revoke logo usage rights if necessary.

V. Enforcement & Revocation

1. PHCC-TX reserves the right to revoke logo usage rights at any time if these guidelines are violated.
2. Members found misusing the logo will receive a formal warning and must take corrective action promptly.
3. Continued misuse of the logo after an issued warning may result in membership suspension.