



ASSOCIATION OF
SOUTHERN AFRICAN TRAVEL AGENTS

ASATA Corporate Identity Document

1. The ASATA Trademark

ASATA developed its Trademark, which has been used by ASATA since its inception and as such has become known to the travelling public, as an indication of the good reputation of that Member.

The mark consisting of the logo "ASATA" remains the property of ASATA, and is a registered Trademark – Reference 82/1811.

2. Guidelines on the use of the Trademark

- 2.1 ASATA grants to the Member/Partner for the period and subject to terms and conditions herein set out, permission to use the trademark in connection with its business as a travel business (but not in connection with any other business it may undertake from time to time) for the purposes of indicating to its customers and potential customers that it is a Member/Partner of ASATA and as such, it subscribes to the Terms of Reference and Code of Conduct prescribed by and subject to the provisions of the Constitution of ASATA.
- 2.2 A Member/Partner shall only make use of the Trademark in such a manner as ASATA shall approve and shall, if instructed by ASATA to do so, desist from using and/or displaying the Trademark in any particular manner in which it has been using it or intends using it. Should the Member/Partner fail to comply with any such instruction ASATA shall be entitled, without prejudice to any other rights it may have, to immediately cancel the Agreement.
- 2.3 Only travel business who's Membership have been approved by the Board of ASATA and is in good standing may use the logo and phrase, to identify their company and products.
- 2.4 The ASATA logo may only be used by individual members of ASATA. Groupings or Consortia may only use the ASATA logo on National or Generic advertising including, inter alia, brochures and websites, if the Head Office and all physical branch locations are ASATA Members.
- 2.5 The ASATA logo may not be altered in any way.
- 2.6 The ASATA logo should be placed on a white background whenever possible.
- 2.7 ASATA reserves the right to deny permission to use the ASATA logo to parties not meeting the criteria and terms of use requirements.
- 2.8 Misuse of the ASATA logo will result in usage permission being rescinded.

3. ASATA Corporate logo Proportions



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This is the ASATA corporate logo. It should always be obtained from original digital artworks available from the ASATA Head Office:

File Name	Media	Resolution	Background	File Size
ASATA_ID_2013.cdr	Corel Draw 15			39 kb
ASATA_logo_96dpi_RGB.gif	Email/Web (GIF)	96 dpi	White	5 kb
ASATA_logo_96dpi_RGB_T.png	Cross-platform (PNG)	96 dpi	Transparent	33 kb
ASATA_logo_150dpi_RGB.gif	MS Word (GIF)	150 dpi	White	3 kb
ASATA_logo_300dpi_CMYK.jpg	Print (JPG)	300 dpi	White	653 kb
ASATA-Red-Button	Cross-platform (PNG)	96 dpi	Transparent	55 kb
ASATA-White-Button	Cross-platform (PNG)	96 dpi	Transparent	54 kb

The corporate logo colours are:

Pantone Red: Pantone 032

CMYK Red: 100 Magenta 100 Yellow

RGB: Red: 237, 28, 36

Hex: Red: D3, 35, 00

4. Duration

- 4.1 The condition for the use of the ASATA Trademark shall commence on the date of approval of Membership / Partnership and payment of the prescribed fee and both shall terminate forthwith upon the Member/Partner ceasing, for any reason whatsoever, to be a Member/Partner of ASATA.
- 4.2 This Membership shall likewise terminate forthwith in the event of the Member being sequestered, or surrendering its estate or being wound up, whether voluntarily or compulsorily, or being placed under judicial management, or permitting a judgment, sounding in money, of any competent Court to remain unsatisfied without an appeal being lodged, where competent, for a period of 14 (fourteen) days or more.

5. Cancellation / Termination or Suspension of Membership

- 5.1 Immediately upon the Membership being cancelled / suspended or terminated, for whatever reason and without prejudice to any other rights ASATA may have in terms hereof or otherwise, the Member/Partner shall abstain from displaying the Trademark (or any mark or logo which is calculated to deceive third parties as being the Trademark or the logo of ASATA) in any form or manner and in particular, but without detracting from the generality of the foregoing, the Member/Partner shall:
- 5.1.1 cease, should it be so doing, to exhibit the Trademark inside, outside and on its premises;
 - 5.1.2 refrain from using the Trademark on any of its letterheads, business communications, brochures and all the other documents and publications of any other nature which it may produce or cause to be produced, including electronically;
 - 5.1.3 not in any way, whether by reference to or use of the Trademark or otherwise, indicate it is still a Member of ASATA.
- 5.2 In the event of the Member having ceased to be a Member/Partner in terms of clause 4.1 above, failing to comply with the provisions of point 4.1, ASATA shall be entitled to make immediate application to any court of competent jurisdiction or such Order against the Member/Partner as ASATA may be advised.