



AUTOMOTIVE RETAILERS ASSOCIATION
Driving Industry Excellence

ARA Logo Application Standards

Purpose

Control the use, distribution, and implementation of the Automotive Retailers Association logo. Set rules governing the ARA logo and Certified program logo's (known as the ARA logo) use so as to achieve the necessary control over the ARA brand and protect the Association's image.

Approval of Use

Any reproduction of the ARA logo or wordmark requires prior approval from ARA Marketing. The brand image, who is being partnered with, and the correct use of the brand will be assessed. It is ARA Marketing's responsibility to ensure the ARFI brand is correctly represented and protected.

Where the ARA logo and/or wordmark are being released to a third party for use a signed Trademark License Agreement is required (see appendix A). The release includes a definition of use, term of use, and instructions for use. A copy of proofs for final print is required to be reviewed before final use of the ARA logo.

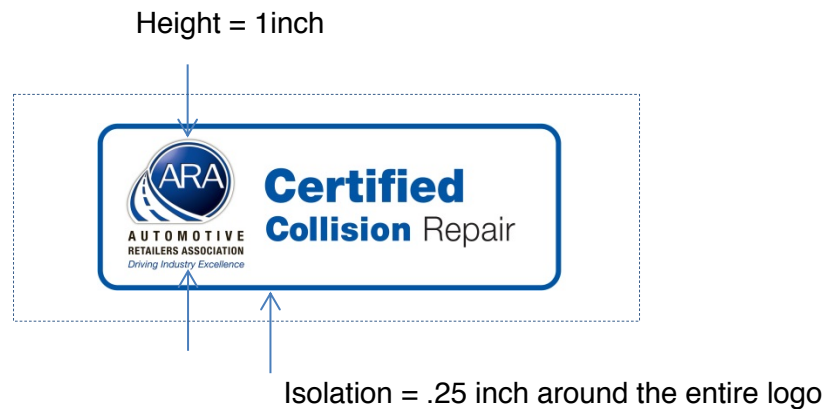
Monitoring of Use

Everyone involved with the ARA needs to be a part of monitoring the use of the ARA logo. The ARA brand it represents needs to be protected in order to maintain its value to the Association and members. Any misuse, unauthorized use, or use by non-members needs to be brought the attention of ARA Marketing.

Isolation

Whenever the ARA logo is in print a 25% to height isolation border is to be maintained. The height of the blue stylized image with the road and ARA acronym is measured and no other print is to come within 25% of that measurement around the entire logo (including the words AUTOMOTIVE RETAILERS ASSOCIATION and any current tag line).

Example



Note: Blue dotted border is for illustration only. The same rule applies to the horizontal and/or any colour or black and white version of the logo.

Note: the words "Automotive Retailers Association" form part of the logo and must appear as part of the logo. The stylized circle, road, and acronym "ARA" are not to be used alone.

Note: from time to time a tag line may be included with the logo. The tag line shall form part of the logo and must be included inside the area of isolation.

Common Forms of the Logo and Word Mark

ARA word mark - Printed in all caps, Helvetica font, bold

ARA

AUTOMOTIVE RETAILERS ASSOCIATION

ARA colour logo horizontal



AUTOMOTIVE RETAILERS ASSOCIATION
Driving Industry Excellence

ARA colour logo vertical version



**AUTOMOTIVE
RETAILERS ASSOCIATION**
Driving Industry Excellence

Divisional Logos Horizontal



AUTOMOTIVE RETAILERS ASSOCIATION
Collision Repair Division

Divisional Logos Vertical



**AUTOMOTIVE
RETAILERS ASSOCIATION**
Collision Repair Division

Certified Collision Repair program Logo Horizontal



**AUTOMOTIVE
RETAILERS ASSOCIATION**
Driving Industry Excellence

Certified
Collision Repair

Certified Collision Repair program Logo – Certified Level Horizontal



Certified Collision Repair program Logo – Certified + Aluminum Level Horizontal





Branding License Agreement (General Purpose)

This Trademark License Agreement (“Agreement”) is entered into by and between the Automotive Retailers Association (ARA) and [REDACTED] (“Licensee”) on the [REDACTED] day of [REDACTED], 20[REDACTED] (“Effective Date”).

For good and valuable consideration (the receipt and sufficiency of which is hereby acknowledged by both parties), the parties agree as follows:

1. ARA hereby licenses to Licensee the non-exclusive, non-transferable, non-sub licensable, royalty-free right the ARA trademark set out in Schedule A hereto (the “mark”) solely for Licensee to use the Mark for promotional material brochures and signs in accordance with the ARA Logo Applications Standards document attached here to. ARA agrees that there are no royalty fees for the consent granted herein.
2. Licensee shall have no right to assign, transfer or sublicense any of the rights granted hereunder to any third party. [Notwithstanding for foregoing, Licensee may allow consultants, independent contractors, and third party service providers (collectively “**Service Providers**”) to assist Licensee to use the Mark in accordance with this Agreement. Licensee may provide the Mark to Service Providers and authorize Service Providers to use the Mark solely for the Purpose, provided that such use is consistent with Licensee’s own permitted scope of use as set forth in this Agreement, and is compliant with the terms of this Agreement. Licensee agrees that Licensee is responsible for the access to and use of the Mark by its Service Providers to the same extent as if Licensee’s Service Providers were Licensee’s employees.]
3. The Licensee acknowledges and agree that:
 - a. the mark(s) is exclusively owned by ARA, and the Licensee does not acquire any rights, title or interest to sue the Mark except as expressly set out in this Agreement;
 - b. all benefit and goodwill associated with the use of the Mark by the Licensee, including use contemplated by section 50 of the *Trade-Marks Act* (Canada) should ARA acquire registration under the *Trade-Marks Act*, will ensure to ARA exclusively: and
 - c. ARA shall have the right, at any time, to inspect the use of the Mark and at the ARA’s sole discretion demand the immediate termination of use, and removal of, the Mark.
4. Licensee agrees to safeguard and maintain the reputation and prestige of the Mark and shall avoid tarnishing the image of or adversely impacting the value, goodwill or reputation associate with the Mark.

5. Notwithstanding any other provision of this Agreement, ARA may terminate this Agreement and revoke the rights granted hereunder at any time for any reason in ARA's sole discretion, upon five (5) days written notice to the Licensee, and upon such termination and revocation the Licensee shall immediately cease all use of the Mark except ARA agrees that Licensee may continue use any wares or goods bearing the Marks as exempted by the ARA at the time of termination.
6. This agreement does not create a partnership or joint venture between Licensee and ARA, and Licensee shall have no power to obligate or bind ARA in any manner.
7. This Agreement shall be governed by the laws of the Province of British Columbia and the laws of Canada applicable in British Columbia.
8. This Agreement and any and all schedules may be executed and delivered in one or more counterparts, which may be executed and (i) delivered by facsimile transmission or (ii) scanned and delivered by electronic transmission. And each counterpart when so executed and delivered will be deemed an original, and all such counterparts will together constitute one and the same document.
9.
 - a. This Agreement shall commence on the Effective Date and terminate on ____ day of _____, 20__, or,
 - b. This agreement will automatically renew at the anniversary date of this agreement till such time the ARA terminates it.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date:

Licensor: AUTOMOTIVE RETAILERS ASSOCIATION

Authorized Signatory

Printed Name

Date

Licensee: _____

Authorized Signatory

Printed Name