



## **DSAL AGREEMENT LOGO USE**

**Non-Member** attending a Driving School Association of Louisiana (DSAL) function must understand that you can not advertise association with the DSAL unless you are an approved member. Approved membership comes with a Certificate of Membership that expires December, 31 of each year, there is no proration for this.

**Member** of the Driving School Association of Louisiana (DSAL), I agree and it is understood that:

As a current member in good standing with the DSAL and the State of Louisiana, Office of Motor Vehicles I will be allowed to display "DSAL Member" version of the Driving School Association of Louisiana (DSAL) logo to display my DSAL membership. I am not to give the impression that my school or course, services or products are approved or accredited in any way by the DSAL. It is important DSAL members adhere to the guidelines for use of the DSAL logo.

1. The Driving School Association of Louisiana is a non-profit organization registered with the Secretary of State.
2. The Driving School Association of Louisiana has adopted as its official trademark a logo registered with the Secretary of State.
3. The Driving School Association of Louisiana's logo may **NOT** be used in such a manner, directly or indirectly, leading the public to believe that the driving association is the source or origin, or approves the source or origin, of the goods, services or products manufactured, distributed or provided by the member or others.
4. The Driving School Association of Louisiana's logo may **NOT** be used in such a manner, directly or indirectly, leading the public to believe that the driving association endorses or approves the nature, quality or use of, or claims made for, the goods, products or services manufactured, distributed or provided by the member or others.
5. The Driving School Association of Louisiana's logo may **NOT** be used in such a manner, directly or indirectly, leading the public to believe that the association endorses or approves any textual information with which the logo is associated by the member or others, unless special specific authorization for such purpose has been obtained from the board of the association.
6. The use of the logo shall be subject at all times to revocation and withdrawal by the Driving School Association of Louisiana when, by its sole and exclusive determination and judgment, the continued use would not be in the best interest of the Driving School Association of Louisiana.