Marketing Guidelines & Trademark Usage Guidelines
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Marketing Guidelines

General Information

Marketing Guidelines are designed for all parties that participate in the Access 4 Learning (A4L) Initiative. Each section will outline information pertinent to a specific party.

Logos

Any use of the Access 4 Learning (A4L) Community, formerly the SIF Association, Trademarks is governed by the Trademark Usage Guidelines contained in the Community Membership Agreement (reference Appendix D).

A4L Logos

The A4L and SIF Association logos (US, UK and AU) are the visual symbol of the initiative vision. The logos have several elements: the ‘four’ symbol, which is displayed in SIF blue and gold; the title, “Access 4 Learning Community’, which is displayed in Open Sans; “powered by’ which is displayed in Open Sans; the “chevron with globe”, which is to be displayed in SIF yellow and blue; and “SIF” which is displayed in SIF blue.

Additionally, the full A4L logo also contains the strapline “Simple. Secure. Scalable. Standard.”, which is displayed in Open Sans.

The logos accomplish two goals:

- It clearly communicates the initiative’s vision
- It identifies the interoperability

Usage Guidelines

All Usage Guidelines must be adhered to as outlined in Appendix D of the Community Membership Agreement.

Presentation Guidelines

A4L Community members may choose to include information about the Access 4 Learning (A4L) Community in their organizational presentations. The A4L Community, however,
requests that the following information, summarized here in six talking points, be included in the presentation.

- The Access 4 Learning (A4L) Community, previously the SIF Association, is a unique, non-profit collaboration composed of over 3,200 schools, districts, local authorities, states, US and International Ministries of Education, software vendors and consultants who collectively address all aspects of learning information management and access to support learning. There is no other global community made up of educational policymakers, marketplace product and service providers and the customers they serve, collaborating daily to address real world learning information and resource issues.

- The A4L Community is “Powered by SIF” Specifications as its major technical tool to allow for this management and access simply, securely and in a scalable, standard way regardless of the platform hosting those applications.

- The SIF Specifications are platform independent and vendor neutral.

- The SIF Specifications are designed to virtually eliminate redundant data entry of student and staff information.

- The SIF Specifications help collect and prepare data for reports necessary for the local, state, and federal government.

It should be made clear that the A4L Community is a non-profit, independent member initiative. Under no circumstances should SIF or the Access 4 Learning (A4L) Community be presented as a product.

Any additional information about the A4L Community taken directly from the general A4L web site is allowed. Information that is posted in the registered member sections of the A4L Community Site cannot be included in the presentations without A4L Community Management’s approval. Any use of the Community’s Trademarks is governed by the Trademark Usage Guidelines contained in the Community Membership Agreement.

Care should be taken to garner any membership information at the A4L Community’s website, http://www.A4L.org, on a regular basis. This information is continuously updated.

**A4L Community Participants**

Organizations / Members who have signed the Community Membership Agreement, completed the forms, submitted their organization logo and paid the fees can claim PARTICIPATION in the A4L initiative.
The term *PARTICIPATION* describes an organization’s interest and effort to further the development of the SIF specification and the A4L initiative. *PARTICIPATION* does not indicate an organization’s level of compliance and certification to the SIF Specification(s). In other words, *PARTICIPATION* cannot be associated with a company’s goods or services.

The use of the term *A4L Community PARTICIPANT* in marketing materials and in presentations should adhere to the same requirements as the A4L Community Participant Logo usage outlined below.

**A4L Logo Usage**

Any use of the A4L Community Trademarks is governed by the Trademark Usage Guidelines contained in the Community Membership Agreement (Appendix D).
Trademark Usage Guidelines

General

The A4L Community grants to its members in good standing a limited, non-exclusive, non-transferable, non-assignable, revocable license to use its trademarks listed or displayed below (the “Marks”), including both word mark and graphical logo forms, solely in conjunction with A4L Community related work, SIF related products or services.

- Access 4 Learning™ Community (word mark)
- A4L™ (word mark)
- SIF® (word mark)
- Schools Interoperability Framework® (word mark)
- Systems Interoperability Framework® (work mark)
- “Where Innovation and Interoperability Are Standard”® (word Mark)
These images are for information only; high resolution versions of the logo images will be provided by the A4L Community.

The A4L Community, formerly the SIF Association, is the owner of the Marks, and any trademark applications and/or registrations thereto, and requires as a condition of use that members do nothing inconsistent with such ownership or take any action which would be likely to cause confusion with the Marks, and ensure that all use of the Marks by members inure to the benefit of the A4L Community. Any and all use of the Marks must be consistent with the Proper Use guidelines defined below.

**A4L Community Logo Usage**

The A4L Community logo is the visual symbol of the initiative. Being a part of the A4L Community demonstrates your organization’s commitment to improving the quality of education.

**Logo Elements**

The primary A4L Community logo consists of the logo mark (symbol), with the Primary type (including underline), with the tertiary type, which consists of the chevron with the globe in the center, as well as the typographic element which consists of the letters “SIF” in blue; as well as the Secondary type, which consists of the strapline for the A4L Community.
The A4L Member & Participant logos include the logo mark, primary type and underline, moving the Secondary type upwards, directly underneath the underline, with an additional tertiary type consisting of the words ‘Member’ or ‘Participant’ centered and in SIF blue.

All secondary and tertiary labels will be determined by the A4L Community and the logos with their use may be used on any or all documentation circulated by the A4L Community. A4L Community Member logo, available for use by any active member, can be found in the Resources section of the A4L Community Site.

**Color Guidelines**

Color is one of the most important elements of the A4L Community’s visual identity. The A4L Community colors on this page are the only approved Identity colors. The A4L Community logo should not be reproduced in any other colors. To maintain the effectiveness of the logo while allowing some flexibility in the uses of the logo, several color variations are approved.

For full-color process printing, the formula for SIF blue, yellow and grey is made up of cyan, magenta, yellow and black (CMYK). When the logo is to be displayed on a digital screen it is made up of Red, Green and Blue (RGB).

The formulas for these applications are as follows:

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIF Blue</td>
<td>PMS 287</td>
<td>0R 86G 150B</td>
</tr>
<tr>
<td></td>
<td>0C 24M 94Y 0K</td>
<td>255R 196G 37B</td>
</tr>
<tr>
<td></td>
<td>100C 60M 0K 20K</td>
<td>77R 77G 79B</td>
</tr>
<tr>
<td></td>
<td>100C 60M 0K 20K</td>
<td>77R 77G 79B</td>
</tr>
<tr>
<td></td>
<td>100C 60M 0K 20K</td>
<td>77R 77G 79B</td>
</tr>
</tbody>
</table>

The official colors of the A4L Community logo must never be altered in hue or placement. The logo must never be printed in a screen of a color. Color placement for the various formats of the logo are illustrated on the right, but are for reference only. Only logos supplied by the A4L Community should be used because the logos supplied are color correct.
Reproducing the Logo on a Background
If the logo is to be printed on a background, whether it is a solid color or a photo, it is important that there is adequate contrast. In order to achieve this contrast the chevron may have a white outline and typographic element may appear in blue or white. Any other variations need to be approved by the A4L Community.

These guidelines govern the use of the A4L Community logos by participating organizations. A copy of the approved A4L Community Logo will be e-mailed to each member and is also available in the Resources section on the A4L Community Site.

Reproducing the logo on a very small area
If the logo is to be printed on a very small area such as a golf tee or candies, the A4L Community symbol, shown enlarged on the right, may be used alone. It should only be used if the standard A4L Community logo is unreadable when reduced to the size needed. The item on which the A4L symbol is used alone should be associated with something that has the complete A4L logo to ensure the connection between the A4L symbol and the A4L Community. The same rules apply to the ‘A4L symbol’ that apply to the standard logo.

Identity Fonts
The font associated with the A4L Community logo is Open Sans. When available this font should be used for information associated with the A4L Community.

Area of Isolation
The A4L Community logo has an established clear zone. The clear zone is intended to maintain the image’s integrity and avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the minimum clear zones shown.

The area surrounding the A4L Community logo must be equal to or more than 1/16x from the bottom of the logo, where x is equal to the height of the logo mark. The area of isolation should be figured from the widest and tallest part of the logo/symbol.

The only exception to the area of isolation is the use of secondary and tertiary types on the business cards and envelopes. The address or the list of locations can be positioned less than 1/16x from the bottom of the logo. When formatting business cards and
envelopes the area of isolation could be less than 1/16x, which is fine as long as the rules written specifically for business papers are followed.

**Proportion and Architecture**
The A4L Community logo can be enlarged or reduced from the supplied art. The logo must never be altered in architecture or proportion. The elements of the logo must never be altered in any way. Any variations from the official architecture will weaken the logo's visual effectiveness.

The A4L Community may occasionally alter its own logo from those discussed in this manual. Some of these changes will be made for a one-time use only when there are restrictions that prevent the use of the logo as it was intended. For example, if the logo is reproduced on promotional items, there may be sized and color restrictions that require that the logo be altered from its original format. This does not grant the member any right to alter or use such logos without the A4L Community's permission. If any global changes are made to the format of the logo, or new logos are required, the A4L Community will inform members of such changes so that the member may comply with those changes.

**Other guidelines**
- The A4L Community Logo may only be used to identify an organization's involvement in the A4L initiative.
- The A4L Community Logo may not be used in a manner that would imply that goods or services provided by a participant are certified as compliant with or conforming to the SIF Specification(s).
- The A4L Community Logo may not be used in a manner that would imply a participant is sponsored or endorsed by, or affiliated with, the other participants in the A4L initiative.
- The A4L Community Logo may not be used in a manner that would disparage the A4L, Schools/Systems Interoperability Framework initiative, or its participants.
- Electronic art of the A4L Community Logo must be used as provided; changes in color or design are not allowed. Electronic art is provided for reproduction purposes only.
- Participant web pages may use the A4L Community Logo, provided that a link is made from the logo to [http://www.A4L.org](http://www.A4L.org).
SIF Certified Logo Usage

Usage of the SIF Certified® logo is governed by the SIF Certification Trademark License Agreement which is signed by an organization as part of the certification process for the organization’s software application. Any use of the term SIF Certified must adhere to all of the requirements of the SIF Certification Trademark License Agreement. See the SIF Certification Policy for additional information.

Attribution Requirements

Member shall include with any use or publication of the Marks the appropriate trademark attribution set forth below.

SIF is a registered trademark of the Access 4 Learning (A4L) Community

Schools Interoperability Framework is a trademark of the Access 4 Learning (A4L) Community

Systems Interoperability Framework is a trademark of the Access 4 Learning (A4L) Community

Alternatively, members may use this form:

SIF and Schools Interoperability Framework are registered trademarks of the Access 4 Learning (A4L) Community.

SIF and Systems Interoperability Framework are registered trademarks of the Access 4 Learning (A4L) Community.

Alterations and New Marks

The A4L Community may from time to time alter its own graphical logo Marks from those shown above, and will inform members of such changes so that the member may comply with those changes. The A4L Community may from time to time create or acquire new Marks, whether word marks or graphical logos; this letter does not grant member any right to use such created or acquired Marks, but the A4L Community may grant usage permission separately.
Proper Use

A trademark should ALWAYS be used as an adjective. A trademark should NEVER be used without a generic description. If space is limited, such as in a headline, it is acceptable to use the shortest possible version of the generic noun. The generic description following a trademark should be in lowercase type. A trademark alone is not the product name. When naming a product, remember that the product name includes both the trademark and the generic description.

Incorrect: SIF® is the solution for you.
Correct: The SIF® Specification is the solution for you.

In copy, ALWAYS use the trademark in a distinctive manner to distinguish it from surrounding copy. The trademark may be capitalized, underlined, italicized, printed in bold type, or a larger point size than the surrounding text. Another option is to simply use the ® in every use.

Correct: SIF CERTIFIED® applications...; or SIF Certified® applications...

Do not use trademarks as verbs.

Incorrect: SIFing your application is the fastest way to enter data.
Correct: Utilizing the SIF Specification to integrate your applications is the fastest way to enter data.

Do not use the trademark in the plural or possessive form.

Incorrect: With SIF’s features, you can integrate your data.
Correct: With features of the SIF Specification infrastructure, you can integrate your data.

Do not use hyphenated variations or combine the mark with other words.

Incorrect: SIF-compatible software...

Trademark Notation

Use the proper trademark symbol (®) on the first and most prominent use on every individual (stand-alone) piece of a communication. If a trademark’s first use is in a head or subhead, you may choose to use the trademark symbol either within the head, or as an alternative, with the first use within the body copy. Each separate piece requires the ® symbol on the first use of the trademark in that piece. After the first use of the trademark, you may eliminate the ® symbol; however, you may not eliminate the generic description.

® for a trademark registered with the U.S. Patent and Trademark Office
Include a notation at the beginning or end of the piece (typically near the copyright and other legal notations) identifying the trademarks owned by the Access 4 Learning (A4L) Community. Always use the Community's full legal name in all trademark notations.

**Correct:** SIF and SIF Certified are trademarks of the Access 4 Learning (A4L) Community.

**Use Of “Access 4 Learning (A4L) Community”, or “SIF” As A Trade name Or Trademark**

Some confusion may arise from the fact that "SIF" may be used correctly in any of several ways. It may sometimes occur along with A4L Community as the trade name of our Community. In this case, no trademark symbol is used.

**Correct:** The Access 4 Learning (A4L) Community is pleased to announce...

**Incorrect:** SIF® is pleased to announce...

It may be used as a trademark followed by a generic description.

**Correct:** Oklahoma is the first state to mandate usage of the SIF® Specification and certification statewide, connecting all school districts to the state office of education.

When referring to the Community activities it is imperative to use the Access 4 Learning (A4L) Community when referring to the Community and SIF when referring to work products

**Correct:** A membership to the Access 4 Learning (A4L) Community has great value for our organization

**Correct:** The SIF Certification Program is built to bring added value to SIF Specification utilization