



# Membership Agreement - Vendor



[www.A4L.org](http://www.A4L.org)

Version 1.4, October 2015

## Vendor Membership Agreement

THIS AGREEMENT is between the SIF Association DBA (doing business as) Access 4 Learning (A4L) Community, a non-profit corporation organized under the laws of the District of Columbia, and

\_\_\_\_\_ (the "Member")

### RECITALS

- A. The Access 4 Learning (A4L) Community consists 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 Community's primary focus is on 'data usage' to impact learning, and ensuring that effective collaboration between stakeholders is achieved to further this goal.
- B. The Access 4 Learning (A4L) Community develops, manages, and implements the SIF standard for the education market. The mission of the Access 4 Learning (A4L) Community is to manage the evolving needs of the educational technology community and its marketplace in the creation and implementation of interoperability specification ("SIF Specifications"<sup>1</sup>), and to improve and enhance education around the world. It achieves these goals by defining open standards that software vendors, schools, states and government agencies may adopt and by defining common data formats, naming conventions and rules of interaction between applications. By defining these standards and conventions, the SIF Specification allows schools and other educational institutions to create integrated customized computer software and applications by mixing and matching different applications to address their unique situations.
- C. The Members supports the Community in its goal of seeking interoperability among diverse software applications to better meet the needs of its customer and/or constituents, and realizes that to do the project well and achieve its stated goals, Access 4 Learning (A4L) Community Members must commit to participating in Community activities and groups.

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<sup>1</sup> *SIF Specification: The Implementation Specification defines the software implementation guidelines for SIF; it does not make any assumption of what hardware and software products need to be used to develop SIF-certified applications. Instead, it defines the requirements of architecture, communication, software components, and interfaces between them.*

NOW, THEREFORE, in consideration of the mutual covenants set forth herein, the Member Organization agrees as follows:

- 1. Member Commitment Guidelines.** The Member has agreed or agrees herein to participating in some of the Member Commitment Guidelines (included herewith as Appendix A) which include the following commitments from the Member:
  - a. attending A4L Community meetings (virtual and face to face);
  - b. registering, through the Access 4 Learning (A4L) Community site, to at least one (1) Community working group, task force, or committee to provide input into the technical specifications and organizational activities;
  - c. providing feedback or actively participating in marketing and implementation activities as well as helping to promote the SIF Specification and its use to potential end-users and vendors;
  - d. considering committing at least one Organization resource to actively lead one of the working groups, task forces, or committees (optional) for a free registration to one A4L Community meeting (one discount per leadership role per fiscal year);
  - e. providing use of the Member name in promotions, publications, marketing materials and A4L Community web sites;
  - f. timely paying Community membership dues to support the management and operation of the Community and its projects;
  - g. allowing the posting of the Member URL on the [www.A4L.org](http://www.A4L.org) website;
  - h. highlighting the Member's A4L Community participation in the Member's marketing materials, presentations and web site and
  - i. participating in pilot and proof of concept opportunities.
- 2. A4L Community Member Marketing Guidelines.** Member has agreed or agrees herein to all terms and conditions of the Access 4 Learning (A4L) Community Member Marketing Guidelines, included herewith as Appendix B.
- 3. Intellectual Property Disclosure and Ownership of Materials.** Member has agreed or agrees herein to all terms and conditions of the Intellectual Property Disclosure Agreement, included herewith as Appendix C.
- 4. A4L Community Trademark Usage Guidelines.** Member has agreed or agrees herein to all terms and conditions of the Access 4 Learning (A4L) Community Trademark Usage Guidelines, included herewith as Appendix D.

- 5. Participation in the Access 4 Learning (A4L) Community.** By participating in the Access 4 Learning (A4L) Community as a member, the Member may:
- a. influence the creation of the current and future specification versions;
  - b. have one Member vote on all A4L Community voting matters (applies only to A4L Community Voting Participants);
  - c. serve on one or more working group, task force or committee and cast one Member vote per group;
  - d. claim to be a A4L Community Member in Member materials (but Member may not claim any product as SIF Certified® until all requirements of certification testing are met);
  - e. use the Access 4 Learning (A4L) Community logo(s) on Member's materials and products (see Attachment D);
  - f. add the Access 4 Learning (A4L) Community logo(s) to Member's web site with a link to the Access 4 Learning (A4L) Community ([www.A4L.org](http://www.A4L.org)) website;
  - g. be included in all A4L Community promotion materials and on the Access 4 Learning (A4L) Community website.
- 6. Term and Termination of Membership.** This agreement between Member and the Access 4 Learning (A4L) Community is for a one-year membership but will automatically renew each year if membership continues. A Member may be expelled for cause from membership by a two-thirds (2/3) vote of active Members.
- 7. Dues.** Member dues to the Access 4 Learning (A4L) Community shall be in accordance with the current dues structure identified at [www.A4L.org](http://www.A4L.org) and shall be payable annually upon the receipt of a membership invoice. Failure to accurately pay annual dues in a timely manner will result in the revocation of membership status and accompanying privileges. All dues amounts in international currencies will be re-evaluated against US exchange rates periodically.
- 8. Classes of Membership.** The Bylaws of the Access 4 Learning (A4L) Community define two classes of Members, A4L Participants and A4L Partners. Member agrees that all terms of this Agreement apply to both classes except for such distinctions as are set forth in the Bylaws or adopted by the Access 4 Learning (A4L) Community from time to time (Appendix E).

As a Member, the Member Organization shall be entitled to only those rights and subject to all obligations set forth in the Access 4 Learning (A4L) Community bylaws, A4L Community Marketing Guidelines, A4L Community Member Commitment Guidelines, A4L Community Intellectual Property Disclosure Agreement, and A4L Community Trademark Usage Guidelines, as amended from time to time by the Access 4 Learning (A4L) Community Board of Directors, and such other terms as may from time to time be set for Community members by the Access 4 Learning (A4L) Community Board of Directors.

Dated: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Corporate Title: \_\_\_\_\_

Company or Organization: \_\_\_\_\_

Email Address: \_\_\_\_\_

## Appendix A: A4L Community Member Commitment Guidelines

We support the Access 4 Learning (A4L) Community in its goals of:

- Focussing on 'data usage' to impact learning, and ensuring that effective collaboration between stakeholders is achieved to further this goal.
- seeking interoperability among diverse software applications to better meet the needs of our customers and/or constituents. We realize that for the initiative to succeed and achieve its stated goals, A4L Community must have commitment and participation from its members.

We realize that for the initiative to succeed and achieve its stated goals, the A4L Community must have commitment and participation from its members.

Our Member's support will be measured by:

- Participating in A4L Community working groups, task forces, committees and general meetings;
- Registering, through the Access 4 Learning (A4L) Community Site, to at least one Community working group, task force or committee ideally to provide input into the technical specifications and organizational activities or by providing feedback or actively participating in designated tasks to help market and publicize the initiative;
- Providing use of our Organization's name in promotions, publications and marketing materials;
- Paying A4L Community membership dues to support the running of the initiative;
- Providing updated contact information;
- Completing the online application forms and following the guidelines and
- Sending company URL and logo to be posted to [www.A4L.org](http://www.A4L.org).

As a supporter of the A4L initiative, our organization is committed to furthering the awareness of the Access 4 Learning (A4L) Community within the education community. As a sign of that commitment, we are planning to highlight our participation in organizational marketing materials and presentations. We may choose to include the Access 4 Learning (A4L) Community Logo in those marketing and presentation materials and on our web site. We also agree to allow our organization's name and logo to be used in marketing and public relations activities around the Community and on the Access 4 Learning (A4L) Community website.

## Appendix B: A4L Community Participant Marketing Guidelines

### Marketing Guidelines

#### I. 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.

##### **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.

#### II. Logos

Any use of the Access 4 Learning (A4L) Community or 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.

### **III. 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 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 word 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.

#### **IV. SIF Applications**

**SIF Certification:** Organizations / Members who have undergone a third-party validation of their application conformance with the SIF Specifications, signed a Trademark License Agreement (TMLA) and completed a Conformance Statement Questionnaire (CSQ) may claim Certification by the SIF Association. Only the applications that have undergone validation as defined in the SIF Certification Policy can be claimed as "SIF Certified®".

The term CERTIFIED refers strictly to applications and cannot be used in conjunction with the company name. In other words, an organization cannot claim to be SIF CERTIFIED. Only their applications can be SIF CERTIFIED.

The use of the term CERTIFIED in marketing materials and in presentations, should adhere to the same requirements as the SIF Certification Logo usage outlined below.

#### **SIF Certification Logo Usage**

These guidelines govern the use of the SIF Certification logo by participating organizations and individuals. A copy of the approved SIF Certification Logo will be e-mailed to you upon Certification. Any use of the SIF Certification Logo is governed by the SIF Certification Trademark License Agreement.

- The SIF Certification Logo may only be used to identify applications that have undergone a third-party validation conformance with the SIF Specifications.
- The SIF Certification Logo may not be used to promote an organization as "SIF Certified."
- The SIF Certification logo may be used in a manner that would imply that goods or services provided by a participating company are certified to the SIF specification and certified by the initiative.
- The SIF Certification Logo may not be used in a manner that would disparage the SIF initiative or SIF Association participants.
- Electronic art of the SIF Certification 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 listing the SIF certified applications may use the SIF Certification Logo, provided that a link is made from the logo to <http://www.A4L.org>

## Appendix C: Intellectual Property Disclosure Agreement

### I. Openness

- A. The Access 4 Learning (A4L) Community is a non-profit membership organization developing open technology standards for data interoperability for the educational community. Members of the Access 4 Learning (A4L) Community and invited non-members meet periodically in person and virtually, in an open forum to discuss issues surrounding the development of standards. (Non-members may not vote.)
- B. The agenda for each meeting is published to Members and the public before the meeting. The first item on each agenda shall be a reminder to meeting participants of the necessity to comply with antitrust laws and the requirements of this agreement, including a statement that patent protection is not available for the work of others.
- C. The minutes of each meeting are published to Members and made available to the public after that meeting.

### II. Duty to Disclose Patents

- A. Disclosure of Essential Patents<sup>2</sup> is governed by the principle that “each Member’s representative represents that he has disclosed the existence of any Essential Patents that are reasonably and personally known to him.” The Member’s representative does not represent that he personally knows of all potentially pertinent proprietary and intellectual property rights owned or claimed by the organization he/she represents (if any) or third parties. No Member is required to undertake any internal or external patent search to comply with these guidelines. Any failure on the part of a Member’s representative to disclose an Essential Patent does not affect the Member’s obligation to license or covenant not to assert Essential Patents in accordance with Section III, A,

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<sup>2</sup> “Essential Patents” are patent claims of a Member Organization or its Subsidiaries that are unavoidably practiced in the implementation of the SIF Specifications or any subsequent proposed or adopted standard developed by the Association. “Essential Patents” does not include any claims: (i) other than those set forth above even if contained in the same patent or patent application as Essential Patents; (ii) covering any enabling technologies that may be necessary to make or use any product or portion thereof that complies with a SIF Specification(s), but are not themselves expressly set forth in a SIF Specifications (e.g., semiconductor manufacturing technology, compiler technology, object oriented technology, basic operating system technology, basic network operating system technology or the like); (iii) covering optional implementation examples in the Specifications; (iv) covering the implementation of other published specifications not developed by or for the Access 4 Learning (A4L) Community, but referred to in the body of a Specifications; or (v) covering application programming interfaces (APIs), applications, device drivers, device driver models, peripheral control languages and peripheral devices, except for those portions thereof that are expressly required in order for an implementation to be compliant with a SIF Specifications.

below. Members are obligated to license or covenant not to assert Essential Patents whether or not the Member's representative has disclosed them.

- B. Each Member that contributes materials for the SIF Specifications, or any subsequent adopted or proposed standard, or other documents developed by the Access 4 Learning (A4L) Community (the "Contribution"), will promptly disclose to the other Members, any Essential Patents personally known to the Member's representative that cover the Contribution, and the type of agreement (reasonable and non-discriminatory license (RAND), royalty-free license or non-assertion covenant) under which users of the proposed Specifications would be authorized to use such Essential Patents.
- C. Each Member will promptly disclose to the other Members the existence of any patents that the Member's representative personally knows to be Essential Patents to the SIF Specifications or to a subsequent adopted or proposed standard.
- D. When a Member is aware that a patent application, if granted, would become an Essential Patent, the Member will promptly disclose the existence of the patent application along with the availability and terms under which additional patent application information would be made available to the Community members involved in the development of the relevant standard.
- E. The Access 4 Learning (A4L) Community invites any interested party to bring to its attention any patents, patent applications, or other proprietary rights that may cover technology that may be required to practice the SIF Specifications or any subsequent proposed or adopted standard developed by the Access 4 Learning (A4L) Community. Please address the information to the Executive Director, A4L Community.
- F. The Access 4 Learning (A4L) Community takes no position regarding the validity or scope of any intellectual property or other rights that might be claimed to pertain to the implementation or use of the technology described in this document or the extent to which any license under such rights might or might not be available; neither does it represent that it has made any effort to identify any such rights.

### **III. Obligation to License or Covenant Not to Assert Essential Patents**

- A. Each Member agrees to make available its Essential Patents to other Members and to all implementers of the SIF Specifications or any subsequent standard developed by the Access 4 Learning (A4L) Community, for the purpose of permitting the use, sale, offer for sale, and importation of products implementing the SIF Specifications or subsequent standard developed by the Community adopted prior to withdrawal from the Community by a Member, in accordance with the type of agreement (reasonable

and non-discriminatory license (RAND), royalty free license or non-assertion covenant) per Member's Duty to Disclose, addressed above.

- B. Each Member who makes a contribution to a particular standard developed by the Access 4 Learning (A4L) Community including the SIF Specifications, agrees to make available to other Members and to all implementers of the standard its Essential Patents that cover their contribution for the purpose of permitting the use, sale, offer for sale, and importation of products implementing the particular standard developed by the Community, in accordance with the type of agreement (reasonable and non-discriminatory license (RAND), royalty-free license or non-assertion covenant) per Member's Duty to Disclose, addressed above.
- C. Licenses made available to any implementer of the SIF Specifications or any standard developed by the Access 4 Learning (A4L) Community must be conditioned on such implementer's agreement to grant licenses to all Members and other implementers under their Essential Patents.
- D. Each Member hereby represents and warrants that to the best of its knowledge (a) it holds or has the right to grant relevant licenses to or non-assertion covenants respecting any of its Contributions and that there are no limits to the Member's ability to make the agreements herein; and (b) it will not knowingly submit, through the Access 4 Learning (A4L) Community Participant representing the Member, Contributions that may subject the SIF Specifications or subsequent standards developed by the Community, in whole or in part, to licensing obligations with additional restrictions or requirements that would require any portion of the Contribution or implementation of the SIF Specifications or subsequent standards developed by the Community to be: (i) disclosed or distributed in source code form; (ii) licensed for the purpose of making derivative works; or (iii) distributed at no charge.

#### **IV. Obligation to License Copyrights to the Access 4 Learning Community and Right to Copy**

- A. To the extent that materials contributed for the SIF Specifications or any subsequent standard developed by the Access 4 Learning (A4L) Community are or may be subject to copyrights owned by the contributing Member, the contributing Member shall grant an unlimited perpetual, non-exclusive, royalty-free, world-wide right and license to the Community under any copyrights in the Contribution. Such a license shall include the right to copy, publish and distribute the Contribution in any way and to prepare and have prepared derivative works that are based on or incorporate all or part of the

Contribution, the license to such derivative works to be of the same scope as the license of the original Contribution.

- B. Except for documents determined by the Access 4 Learning (A4L) Community membership to be 'Members-only documents', the following copyright notice shall be included in all documentation related to the SIF Specification(s) or other materials produced by the Community:

**Copyright © A4L Community (date). All Rights Reserved.**

*This document and translations of it may be copied and furnished to others, and derivative works that comment on or otherwise explain it or assist in its implementation may be prepared, copied, published and distributed, in whole or in part, without restriction of any kind, provided that the above copyright notice and this paragraph are included on all such copies and derivative works. However, this document itself may not be modified in any way, such as by removing the copyright notice or references to the Access 4 Learning (A4L) Community, or its committees, except as needed for the purpose of developing SIF standards using procedures approved by the Access 4 Learning (A4L) Community, or as required to translate it into languages other than English.*

*The limited permissions granted above are perpetual and will not be revoked by the Access 4 Learning (A4L) Community or its successors or assigns.*

## V. Ownership of Rights

Copyright in SIF Specifications, and in any other final related works of authorship produced for or originated through the Access 4 Learning (A4L) Community working groups, committees, boards and any other teams organized by the Community, shall be owned by the Access 4 Learning (A4L) Community.

## VI. Disclaimer

The following disclaimer shall be included in all documentation related to the SIF Specifications or other materials produced by the Access 4 Learning (A4L) Community immediately after the copyright notice:

*This document and the information contained herein is provided on an "AS IS" basis and THE ACCESS 4 LEARNING (A4L) COMMUNITY DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTY THAT THE USE OF THE INFORMATION HEREIN WILL NOT INFRINGE ANY RIGHTS OR ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.*

**VII. Limitation on Liability**

NO MEMBER, ITS AFFILIATES, OR THE A4L COMMUNITY BOARD OF DIRECTORS SHALL BE LIABLE FOR ANY SPECIAL, INCIDENTAL, CONSEQUENTIAL, INDIRECT OR PUNITIVE DAMAGES ARISING FROM OR RELATING TO THIS AGREEMENT, EVEN IF THE MEMBER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

**VIII. Agreement / Signature**

As the duly appointed representative of my organization, I the undersigned do hereby agree that my organization will abide by the requirements and restrictions set forth in this document.

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Name Printed

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Organization Name & Title

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Signature

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Email Address

## Appendix D: A4L Community 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)



(logo image)



(word and logo image)



(word and logo image)



(word and logo image)



(SIF Certification logo image)

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:

	SIF Blue				
	PMS 287		PMS 123		PMS 424
	0R 86G 150B		255R 196G 37B		77R 77G 79B
	100C 60M 0K 20K		0C 24M 94Y 0K		2C 2M 0Y 70K

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 applies 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>.

## **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<sup>®</sup> is the solution for you.*

**Correct:** *The SIF<sup>®</sup> 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<sup>®</sup> applications...; or SIF Certified<sup>®</sup> 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.*

## Appendix E: Membership Matrix



Access 4 Learning (A4L) Community					
Membership Matrix					
	Non-voting SEA Buy IU / Regional Service Center Memberships	Non-voting SEA Buy District Memberships	Non-voting SEA Buy Enrolment Count Memberships	VOTING School/District * Membership	NON-VOTING School/District Membership
Annual Membership Fee is based on the Organization's Annual Gross Revenue	Various levels apply, contact A4L Community for further details. <b>Minimum SEA Buy Membership fee \$10,000</b> <b>Maximum SEA Buy Membership fee \$40,000</b>			<a href="#">Click here</a>	<a href="#">Click here</a>
Vote in Organization Management	No	No	No	Yes	No
Comment and vote in specification development	No	No	No	Yes	No
Access to Members Area and A4L Community	Full Access	Full Access	Full Access	Full Access	Limited Access
Discount for A4L meeting attendance	Yes	Yes	Yes	Yes	Yes
Participation in Functional Groups	Yes	Yes	Yes	Yes	Yes
Access to Staff Resources	Yes	Yes	Yes	Yes	Yes
Utilize A4L Membership materials	No	No	No	Yes	No
Establish Community Working Group	Yes	No	No	Yes	No
Participate in Connect-a-thon testing	Yes	No	No	Yes	No

\* includes Schools, Districts, Local Authorities, Colleges, Universities, TAFE



<b>Access 4 Learning (A4L) Community</b>				
<b>Membership Matrix</b>				
	Vendor / Consultant Membership	Government Membership	Partner Membership	Single Individual Membership
Annual Membership Fee is based on the Organization's Annual Gross Revenue	<a href="#">Click here</a>	<a href="#">Click here</a>	None (reciprocal Partner membership required)	Contact A4L Community for further details
Vote in Organization Management	Yes	Yes	No	No
Comment and vote in specification development	Yes	Yes	No	No
Access to Members Area and A4L Community	Full Access	Full Access	Limited Access	Limited Access
Discount for A4L meeting attendance	Yes	Yes	Yes	Yes
Participation in Functional Groups	Yes	Yes	Yes	Yes
Access to Staff Resources	Yes	Yes	No	No
Utilize A4L Membership materials	Yes	Yes	No	No
Establish Community Working Group	Yes	Yes	No	No
Participate in Connect-a-thon testing	Yes	Yes	No	No