

Sarasota County Bar Association Logo Policy Guidelines

Regular, Judicial and Associate Members of the Sarasota County Bar Association (“SCBA”) (as defined in the SCBA’s adopted bylaws) may purchase the SCBA’s official logo for use in accordance with these guidelines. In consideration for permission to use the SCBA’s logo, all lawyers expressly agree to abide by the terms and conditions of this policy and any applicable state bar legal advertising laws, rules and regulations. The SCBA’s name and logo are protected under the trademark, copyright and fair use laws and any use of the same, including in electronic form, must be made only by permission and under the guidelines of the SCBA.

Under no circumstances may the SCBA logo be used without the express written permission of the SCBA, which shall be granted on a temporary basis to a particular individual SCBA Member upon the required payment for the same. A fee of \$25 per member applies for permission to use the SCBA logo. This fee is charged individually to members who request logo usage rights. However, this fee will be waived in full for any member whose law firm, law department, or legal organization is recognized as part of the Sarasota County Bar Association 100% Club. Membership in the 100% Club is verified by the SCBA and reflects firms or organizations with full enrollment of their attorneys as SCBA members. Verification of 100% Club status must be provided at the time of logo use permission request to qualify for the fee waiver.

Members, and not law firms or other organizations, are the purchasers granted permission to use the SCBA logo in accordance with these guidelines. Any display of the SCBA logo shall be accompanied by the appropriate verbiage that the purchaser is a Member of the Sarasota County Bar Association. Use of the logo shall not suggest any guarantee of a desired result nor imply endorsement by the SCBA of an attorney’s services. No language should state or imply that an SCBA Member is more skilled than lawyers who are not SCBA Members.

The Sarasota County Bar Association logo shall only be used in the form and colors indicated, without modifications or alterations. For example, the logo shall not be reversed, rotated, stretched or the proportions altered, or gradients, shadows, or other effects applied; colors shall not be changed, and arrangement of words or images shall not be altered.

Permission for use of the SCBA logo begins on the date of purchase and lasts until the date of expiration of the then current SCBA bar year. Once the SCBA grants permission for use of its logo, the purchasing attorney may use the logo in the following manners, contingent upon compliance with applicable law and the requirements of The Florida Bar:

- (i) The lawyer or firm’s website referencing the purchasing attorney, with a link back to <https://www.sarasotabar.com/> and accompanied by verbiage that the attorney is a “Member of the Sarasota County Bar Association.” Only the purchasing attorney may use the logo and said use is not authorized for any organization or other individual, including the attorney’s law firm or employer.
- (ii) The footer of email messages only for emails that originate from the purchasing attorney.
- (iii) Print and online advertisements for the purchasing attorney’s services.
- (iv) Social media content for the attorney’s services. Tagging the SCBA in your posts is encouraged.

The SCBA does not grant permission for the purchasing attorney to use the SCBA logo in advertisements or written electronic or print materials for any of the attorney’s speaking engagements or in educational materials that are not a part of approved SCBA sponsored events or activities. In addition, attorneys shall make every effort to ensure that any reference to the attorney’s membership or leadership role in the SCBA is not misleading, does not imply that

the attorney's views are those of the SCBA, and does not imply that the attorney is speaking on behalf of the SCBA.

The purchasing attorney may use the SCBA logo in advertisements for events that are in partnership, collaboration, or other cooperation with the SCBA only as approved by the Executive Director of the SCBA.

The SCBA has the right to monitor usage of its logo and trademarked or copyrighted material, and if not in compliance with this policy or otherwise unacceptable in the reasonable discretion of the SCBA, notify the lawyer, who shall immediately remove or change such materials in accordance with the SCBA's request that the inappropriate usage be brought into compliance. If timely and appropriate efforts are not made by the advertiser to bring the non-compliant advertising into compliance with these guidelines, the SCBA may temporarily suspend or permanently exclude the advertiser from SCBA membership and take other appropriate action to ensure that this policy and its trademarks and copyrights are not infringed.

This policy is subject to change without notice, and the SCBA may withdraw or change this policy at any time and for any reason. The SCBA is not responsible for review of legal advertisements or logo usage, including but not limited to with regard to compliance with law or The Florida Bar rules and regulations. It is the responsibility of the purchasing attorney utilizing the logo to comply with this policy and with the law and the requirements of The Florida Bar. The SCBA's logo policy is not intended to be legal advice. The SCBA assumes no responsibility for advertiser compliance with applicable law and the requirements of The Florida Bar.

Non-Exhaustive Select Examples:

The purchasing attorney may use the SCBA logo on their biographical webpage of their law firm website, stating "Member of the Sarasota County Bar Association."

The purchasing attorney may not provide the logo to other attorneys in their firm who have not paid for such permission to use the logo on their respective biographical pages, even if those other attorneys are Members of the SCBA.

The purchasing attorney may not provide the SCBA logo to their law firm to use on the general landing page of the firm's website, or any other page on the firm website that does not directly reference the purchasing attorney, even if all members of the law firm are members of the SCBA and have purchased the logo.

The purchasing attorney may not allow their law firm to use the SCBA logo on any page of its website that does not directly refer to the attorney who has purchased permission to use the logo. For example, the law firm landing page or pages describing the firm's various services cannot contain the SCBA logo, stating "Proud Supporter of the SCBA."

A purchasing attorney may use the SCBA logo on their law firm website in a news article announcing the purchasing attorney's promotion or accomplishments, referencing them as a "Member of the Sarasota County Bar Association."

The purchasing attorney may use the SCBA logo in a printed brochure or post card mailing announcing or identifying the attorney's services, stating they are a "Member of the Sarasota County Bar Association."

The purchasing attorney may use the SCBA logo, with language that they are a "Member of the Sarasota County Bar Association" when posting from their individual social media accounts, such as Facebook or LinkedIn for matters related to the attorney's services.

The purchasing attorney may not use the SCBA logo in social media posts announcing or advertising non SCBA speaking engagements, or in posting written educational or other materials that are not related to an SCBA sponsored event. For example, a purchasing attorney may post a link to an article they wrote for The Florida Bar Journal and state they are a member of the Sarasota County Bar Association but may not use the SCBA logo in the post.

Adoped by the Sarasota County Board of Directors January 14, 2025