

THE HERB SOCIETY OF AMERICA, INC.
LOGO USAGE POLICY
Accepted March 2003

Logo Description

The Herb Society of America logo consists of a large circle around a smaller one. The words “The Herb Society of America” stretch from 8 o’clock to 4 o’clock just inside the outer circle. The numeral “1933” is at 6 o’clock. 1933 is the year HSA was founded.



Inside the inner circle is an illustration of thyme, an herb, with the words “For Use & For Delight” (the HSA motto) within the leaves.

Logo Guidelines

The Society logo provides a consistent and unifying image for HSA and its events and publications. Following are guidelines for the proper use of the logo.

1. The logo should not be stretched or manipulated in any way other than proportionally.
2. The logo may be of any color, but only one color at a time.
3. The entire logo must be used. Use of just the inner or outer circle and contents are prohibited. For example, you may not use the outer circle with “The Herb Society of America” wording, and place another symbol or text within it.
4. The HSA logo may be used by units for unit stationery and promotional materials. A unit may be authorized to use this logo for pins and promotional items used in conjunction with their events or meetings; however, a license agreement must be signed by the vendor supplying these items and approved by HSA Headquarters prior to manufacturing any item. In most cases outlined above, there will be no charge to the unit or vendor.
5. The use of the HSA logo for commercial purposes such as jewelry, T-shirts or other wearing apparel must be pre-approved by HSA Headquarters and a license agreement must be signed and approved prior to production of any item displaying the logo. A licensing fee may be assessed by HSA.
6. The logo may not be used in any manner that might imply that HSA endorses any commercial product or service.
7. The logo may not be used in any manner that would disparage HSA, its programs or services.