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|-----------------------------------|---|
| DATE:            March 7, 2016    | SUBJECT:                                |
| ISSUE:            Member Taglines | <b>Use of the term “member” of CHES</b> |
| REVIEWED:    June 2021            | PAGES:    1 of 2                        |

**1. Background:**

1.1. This policy has been created to provide guidelines on the use of the term “Member” of CHES with the CHES Logo in taglines. Canadian Healthcare Engineering Society (CHES) Member. The policy shall also outline how to deal with individuals and corporate entities who misuse the term “Member” of CHES

**2. Definition:**

2.1. **“Member” of CHES:** Canadian Healthcare Engineering Society Members (including regular, life, honorary, student, and emeritus members) have the right to append a tagline to certain correspondence and material that includes using the term ‘Member’ of CHES and the CHES logo in personal communications. The only restriction is that they must follow the guidelines for Logo Use and modification as outlined in CHES Policy C 5.1.

**3. Policy:**

3.1. Canadian Healthcare Engineering Society Associate Members have the right to append a tagline to certain correspondence and material that includes using the term ‘Member’ of CHES and the CHES logo in personal communications. The only restriction is that they must follow the guidelines for Logo Use and modification as outlined in CHES Policy C 5.1.

3.2. Corporate CHES Members may also promote their CHES Corporate membership on their website, business cards, letterhead etc. as long as they first submit samples to the CHES National Office for the CHES National Executive approval.

**4. Procedure:**

**4.1. Accepted Taglines:**

4.1.1. For all regular, associate, life, honorary, student and emeritus members: “A proud member of CHES” (logo to be displayed next to or below this text).

4.1.2. For all Corporate members, when specifically approved as per CHES Policy C5.1 Item 4.3, “Proud to be a Corporate supporting member of CHES” (logo to be displayed next to or below the text).

4.1.3. Any other text or character stream that is added to the CHES logo would have to be approved by the CHES National Executive.

4.1.4. *Actions to be taken for misuse of the term “Member” of CHES:* CHES National has the right to restrict the use of taglines to CHES Members only

4.1.4.1. Corporate Members: should it be found that corporate entities are using the term “Member” of CHES inappropriately, the CHES Board of Directors will send the corporate entity a letter requested that they stop using the term “Member” of CHES unless they apply for a Corporate Membership.

4.1.4.2. For all other membership categories: should it be found that individuals are using the term “Member” of CHES inappropriately, the CHES Board of Directors shall send the individual a registered letter informing them that they must stop using the term “Member” of CHES unless they apply for and maintain membership in an appropriate category.

4.1.4.3. Failure to comply with the requests shall be reviewed by CHES National and appropriate legal actions shall be undertaken.

Approved by: \_\_\_\_\_  
President

Date: \_\_\_\_\_

**Permission Chart (also reference Policy C5.1)**

| <b>Membership Type</b> | <b>Tagline</b>      | <b>Logo</b>         | <b>Website Posting</b> | <b>Business Cards</b> | <b>Letterhead</b>   |
|------------------------|---------------------|---------------------|------------------------|-----------------------|---------------------|
| Regular Member         | Yes                 | Yes                 | * Approval Required    | Yes                   | Yes                 |
| Associate Member       | Yes                 | Yes                 | * Approval Required    | Yes                   | Yes                 |
| Emeritus Member        | Yes                 | Yes                 | * Approval Required    | Yes                   | Yes                 |
| Student member         | Yes                 | Yes                 | * Approval Required    | Yes                   | Yes                 |
| Life Member            | Yes                 | Yes                 | * Approval Required    | Yes                   | Yes                 |
| Honorary Member        | Yes                 | Yes                 | * Approval Required    | Yes                   | Yes                 |
| Corporate Member       | * Approval Required | * Approval Required | * Approval Required    | * Approval Required   | * Approval Required |
|                        |                     |                     |                        |                       |                     |

\* For all members, any website Postings, and for Corporate Members in relation to all Corporate use - submit a sample of the intended to use for the approval of CHES National