

3. Corporate Identity & Property

Several devices exist that create an identity for the Association. As such, it is important that the Association adhere to standards of use to help ensure that there is consistency in the manner in which the corporate identity is portrayed.

Similarly most properties of the Association are provided to aid in performing the business of the Association. Design and use of these properties are controlled to ensure proper use and to protect the investments of the Association.

3.1 Logo

The logo of the Association is the design of the Association and is to be used only in conjunction with official business matters and publications authorized by the President or the Executive Board. Any unauthorized use of the logo shall be deemed as misrepresentation of the Association and illegal use of Association property.

The logo shall be displayed on all Association stationery and certificates and on other official documents, when practical. The Secretary shall retain the logo on a CD. The logo will also be maintained on the hard drive of the Treasurer's laptop computer.

3.2 Association Colors

The official colors of the Association are white and blue, PMS Color REFLEX BLUE.

The official color shall be used on Association stationery and certificates. For other publications, either the official color or black ink shall be used to reproduce the logo when it is included in the publication.

3.3 Association Properties

3.3.1 Banners

The banner bearing the Association's logo is retained by the President of The Association and is displayed at Association meetings. It is the responsibility of the President to transfer the banner to the succeeding President at the end of the President's term.

NASFAA State Award Banners: The banners are attached to the KASFAA banner. KASFAA received the NASFAA Award for Service to Other Constituencies in 1987, for Service to Advancing the Goals of Access and Diversity in 1997, and for Service to Other Constituencies in

2005.

College Goal Sunday Banner: The College Goal Sunday Chair is responsible for the College Goal Sunday banner. The College Goal Sunday Chair will transfer the banner to the succeeding College Goal Sunday Chair.

3.3.2 Corporate Seal

The Secretary is responsible for housing the corporate seal. The seal is to be used only at the discretion of the President or the Executive Board and only for official Association documents, e.g., certificates, legal documents, resolutions, etc. Impressions of the seal may be made either with or without the use of gold foil. Persons desiring to use the seal must first obtain verbal or written approval from a majority of the Executive Board. The corporate seal bears the following inscription:

*KASFAA
Kentucky Association of Student Financial Aid Administrators*

It is the responsibility of the Secretary to transfer the seal to his/her successor.

3.3.3 Certificates

The Association maintains a supply of certificates that may be used to recognize individuals for outstanding performance or service to KASFAA. Certificates may be used only with the approval of the President or the Executive Board. All certificates issued by the Association should bear the Association's corporate seal. The Secretary maintains a supply of certificates for use by the Association.

3.3.4 Meeting Gavel

The gavel is retained by the current President of the Association and is used at official business and Board meetings.

It is the responsibility of the awards committee to order a new gavel each year for the incoming president.

3.3.5 Stationery & Supplies

Stationery and supplies are the sole property of the Association and shall be used only for purposes of conducting Association business, as duly authorized by the Executive Board. Any unauthorized use of these

properties shall be deemed as misrepresentation and illegal use of Association property.

Persons in possession of Association stationery or supplies shall promptly surrender or destroy such properties at the time the individual leaves office or the term of responsibility to the Association expires, when the stationery or supplies become obsolete or as otherwise directed by the President.

The following represents the standard stationery and supplies maintained by the Association:

Stationery, including the Association's logo,
Name badges displaying the Association's logo,
Conference and membership registration forms,
Expense and financial reporting forms used by the Treasurer, and
Note cards displaying the Association's logo.

3.4 Tangible Assets

Certain tangible assets are the sole property of the Association. As such, a complete record of all assets must be retained in safe keeping. Additionally, certain tangible assets are licensed to the Association and, as such, usage of these assets bears certain licensing restrictions.

3.4.1 Computers and Software

The Association maintains computers and software for the sole purpose of conducting Association business. Such equipment and software are the sole property of the Association and are to be used only for Association business.

All software and computer equipment shall be registered with the appropriate manufacturer(s) to provide the Association with maximum coverage for manufacturer warranties. A listing of Association assets shall be included with each budget summary prepared by the Treasurer.

Persons in possession of computers or software shall promptly surrender them when their term of office/responsibility expires or if they otherwise are directed by the President to do so.

Laptop computers are maintained by the Treasurer and the Membership Chair. Printers are maintained by the Treasurer and the Membership Chair.

3.4.2 Ballot Boxes

The Past President retains the ballot boxes to be used during Association elections and is responsible for transporting the boxes to the election site and transferring possession of the boxes to his/her successor.

3.4.3 Other Equipment

Easels: The current Program Chair is responsible for the easels to be used during the KASF AA conference and transferring to the succeeding Program Chair.

Tape recorder: The Secretary is responsible for the tape recorder to be used during the Board meetings and transferring to the succeeding Secretary.

Digital Camera: The Archive/Historian Chair is responsible for the digital camera to be used to take pictures at conferences/meetings and transferring to the succeeding Archive/Historian Chair.

Past-President Plaque: The Awards Chair is responsible for updating the Past-President Plaque each year and bringing the plaque to each KASF AA conference. The Awards Chair will transfer the plaque to the succeeding Awards Chair.

Walkie-Talkies: The Program Chair is responsible for the walkie-talkies to be used at the spring and fall conferences. The Program Chair will transfer the walkie-talkies to the succeeding Program Chair.

3.5 Archives

The Kentucky Higher Education Assistance Authority (KHEAA) maintains the archives and permanent records of the Association. It is the responsibility of the Secretary to ensure that appropriate records and materials are transferred for archives storage.

The physical location of the Association archives is:

Kentucky Higher Education Assistance Authority
Attention: Lissa Caldwell
100 Airport Road
Frankfort, KY 40601
Telephone: 502-696-7277
Fax: 502-696-7230