



Student Veterans of America
P.O. Box 77673
Washington DC 20013
866-320-3826

SVA NATIONAL LOGO USAGE POLICY

The Student Veterans of America (SVA) National logo is for the use & enjoyment of all its member chapters. However its use must be in accordance with the mission and vision of SVA and comport with federal law. Therefore, to ensure proper stewardship and use of the logo, SVA has prepared this document to set the policy regarding its usage.

SVA is a nonprofit organization pursuant to the laws of the United States under the Internal Revenue Code § 501(c)(3). As such, SVA must operate exclusively for exempt purposes set forth in section 501(c)(3), and none of its earnings may inure to any private shareholder or individual. In addition, it may not be an “action organization;” it may not attempt to influence legislation as a **substantial part**¹ of its activities and it may not participate in any campaign activity for or against political candidates (IRC 501(c)(3)). Any such affiliation can result in revocation of SVA’s status as a nonprofit 501(c)(3) corporation.

Therefore, usage of the logo must not be in affiliation with any non-permitted purposes, which include political campaigns and events supporting specific candidates. However, use of the SVA logo for lobbying activities or legislative agendas that are meant to influence legislation through any means will require the explicit written approval of the Executive Director to ensure SVA remains compliant with applicable IRC 501(c)(3) regulations.

Additionally, Student Veterans of America is a registered trademark with the United States Patent and Trademark Office. The logo cannot be modified for an individual chapter or school. Proper use is to create a unique chapter logo and then state: “An Approved Chapter of Student Veterans of America.” The logo should then be placed near that language.

As Chapter Officers, you are responsible to ensure that events where the logo is used represent the mission of SVA and are in compliance with the applicable IRC 501(c)(3) regulations. All usage of the logo must be in accordance with SVA stated policy and the federal law.

¹ Whether an organization’s attempts to influence legislation, i.e. **lobbying**, constitute a substantial part of its overall activities is determined on the basis of all the pertinent facts and circumstances in each case. The IRS considers a variety of factors, including the time devoted (by both compensated and volunteer workers) and the expenditures devoted by the organization to the activity, when determining whether the lobbying activity is substantial. Under the substantial part test, an organization that conducts excessive lobbying in any taxable year may lose its tax-exempt status, resulting in all of its income being subject to tax. In addition, section 501(c)(3) organizations that lose their tax-exempt status due to excessive lobbying, other than churches and private foundations, are subject to an excise tax equal to five percent of their lobbying expenditures for the year in which they cease to qualify for exemption. Further, a tax equal to five percent of the lobbying expenditures for the year may be imposed against organization managers, jointly and severally, who agree to the making of such expenditures knowing that the expenditures would likely result in the loss of tax-exempt status. www.irs.gov; last accessed July 31, 2010.



Any unauthorized use will result in a sanction to the offending chapter to be determined by the SVA Board. Any questions regarding usage or whether an activity is prohibited should be directed to SVA's Executive Director at contact@studentveterans.org.

Student Veterans of America (SVA) Policy of Logo and Intellectual Property and Agreement:

It is strictly forbidden to use the SVA logo or any of its intellectual property contrary to IRC 501(c)(3) and/or other applicable federal law regarding nonprofit organizations. Further, SVA gives permission for the logo's use that extends to all lawful purposes and to each of its member chapters only. This permission specifically excludes the use of the logo by any institute of higher education directly. However, institutes of higher education may submit a written request to SVA for the right to use the logo.

Usage of the logo is your chapter's acknowledgement of these limited parameters of logo and intellectual property use. Under no circumstances shall the SVA logo be used for personal gain or contrary to the goals, mission statement, policies of SVA, or beyond the usage parameters set forth by federal law.

Student Veterans of America reserves the right to terminate the use of the logo at the local level or any of its intellectual property pursuant to the above policy. If usage is terminated by SVA, the member chapter agrees to cease and desist using such logo or intellectual property belonging to Student Veterans of America immediately.