

## **Ice Age Trail Alliance, Inc.**

**Policy:** Logo Use

**Approved:** Board of Directors

**Effective Date:** July 21, 2018

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##### **1.0 Purpose and Rationale**

A logo is the corporate identity of an organization. How it is used reflects on the organization itself. This policy identifies the authorized use of the trademarked Ice Age Trail Alliance (Alliance) logo and all other logos associated with the programs & operations of the Alliance. It is further intended to ensure a consistent and appropriate use of these logos and the marks. In addition, a procedure for requesting use of a Triad Partner logo or insignia is also identified.

This policy is intended to protect the value of the logos of the Alliance, our government partners, while at the same time recognizing that the appropriate use of a logo can help to “brand” the identity of an organization, attract sponsors and promote the Ice Age Trail.

##### **2.0 Authority for this Policy**

Authority for this policy is provided by the Alliance bylaws and federal, state and local laws. The Executive Director or the President is assigned the authority for the interpretation and implementation of this policy.

##### **3.0 Ice Age Trail Alliance, Official Marks and Trademarks Use**

Use of the logos (Exhibit A, Figures 1, 2, 5, 6, 7), official marks or trademarks of the Alliance (collectively, “Alliance Logos”) are limited to applications approved by the Executive Director, unless otherwise permitted under this policy. Permission to use an Alliance Logo can be granted only by the Executive Director.

Chapters are authorized to use the Alliance logo (Exhibit A, Figure 1) unaltered for chapter newsletters, business cards, promotional items such as water bottles and websites. Chapters may use the Alliance logo (Exhibit A, Figure 1) or the official Ice Age Trail emblem and map graphic created by the National Park Service (Exhibit A, Figure 9) (the “Trail/Map Emblem”), unaltered, on letterhead for use with official chapter business. Any other use of an Alliance Logo requires notification to the Executive Director.

Any correspondence that may be viewed as obligating the Alliance financially or contractually, that advocates a political position or otherwise purports to state a position of the Alliance requires the prior approval of the Executive Director, *whether or not an Alliance Logo or the Trail/Map Emblem is included.*

#### **4.0 Corporate Identity/Association**

The placement of other logos, official marks or trademarks of other organizations, businesses or corporations (collectively, a “Corporate Logo”) in association with an Alliance Logo is only permitted in accordance with this policy or as authorized by the Executive Director.

The use of a Corporate Logo in connection with an Alliance Logo includes any official sponsors (the “Major Sponsors”) who have entered into a written agreement with the Alliance as a Corporate Sponsor in exchange for a negotiated fee. The Corporate Logos of other sponsors may be used in connection with an Alliance Logo upon the prior approval of the Executive Director, provided that such use does not compete with the brand or target market of any of the Major Sponsors.

#### **5.0 Ice Age National Scenic Trail Insignia**

This insignia is the property of the National Park Service (Exhibit A, Figure 3). All requests originating within the Alliance and/or in association with Alliance activities for use of this insignia shall be submitted in writing to the Executive Director and shall include information on how the insignia will be used. The Executive Director will review that request and will submit to the National Park Service.

NPS has granted the Alliance permission to use the Trail/Map Emblem (Exhibit A, Figure 9) unaltered on printed materials, including materials soliciting support for the trail, provided that the usage does not suggest that the emblem is the graphic identity of the Alliance. The Executive Director shall be notified of the use of the Trail/Map Emblem on major promotional items and solicitations of financial support.

#### **6.0 Triad Partner Logos**

The logos of the National Park Service (“NPS”) (Exhibit A, Figure 4) and the Wisconsin Department of Natural Resources (Exhibit A, Figure 8) belong to those Triad Partners. All requests originating within the Alliance and/or in association with Alliance activities for use of either of these logos shall be submitted in writing to the Executive Director and shall include information on how the logos will be used. The Executive Director will review that request and will submit to the appropriate agency.

# IATA Logo Use Policy - Exhibit A

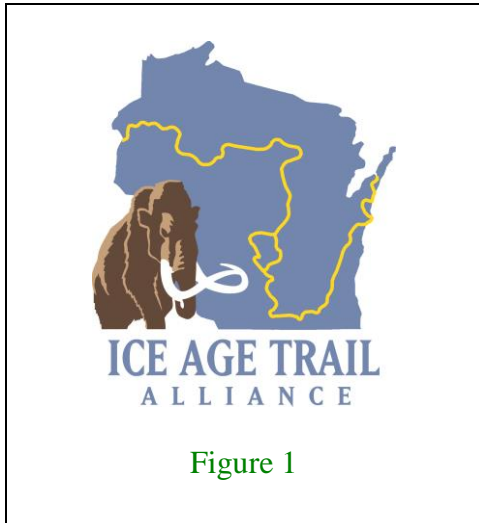


Figure 1



Figure 4

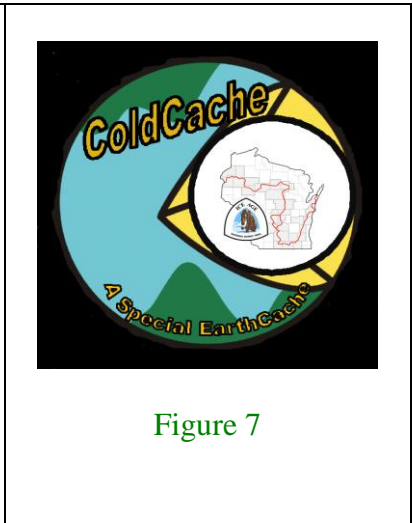


Figure 7

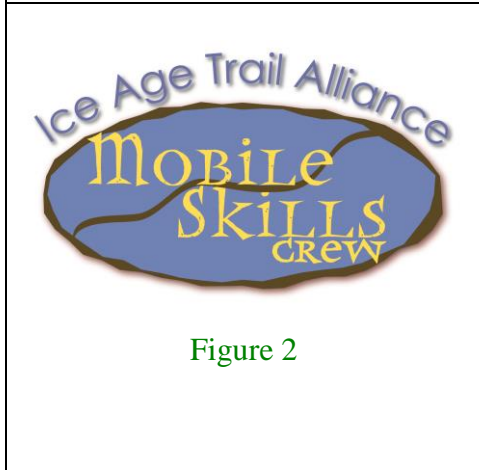


Figure 2

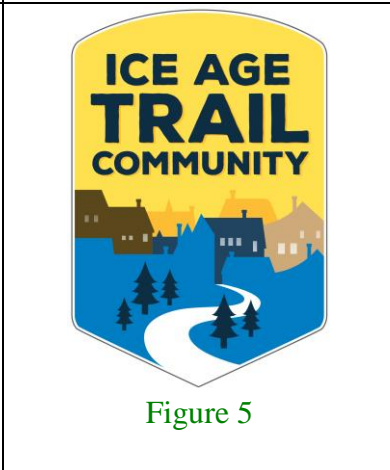


Figure 5

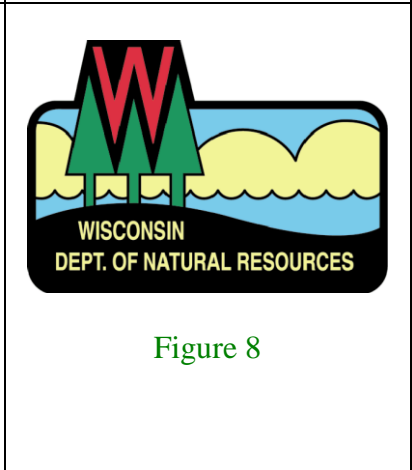


Figure 8

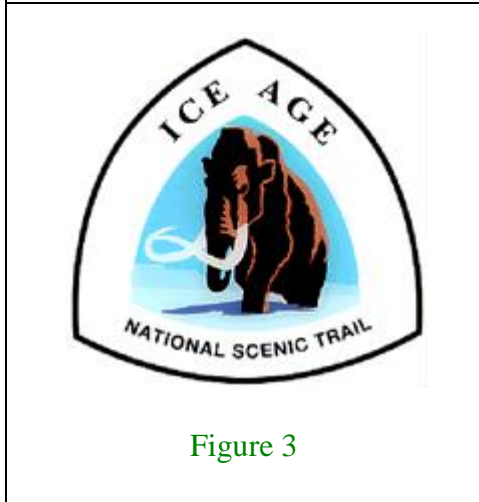


Figure 3

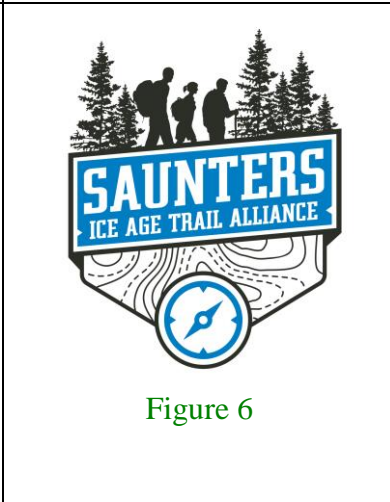


Figure 6

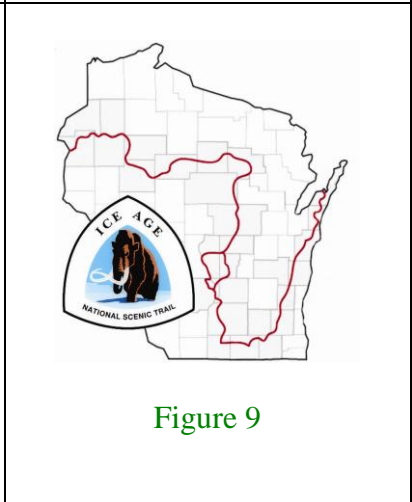


Figure 9