

Ice Age Trail Alliance, Inc.

Policy: Logo Use

Approved: Board of Directors

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As Amended Through: April 18, 2024

Related Policies: None

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1.0 Purpose and Rationale

A logo often serves the identity of an organization and an important part of branding. Policies must be in place to ensure consistent, appropriate use, and protect the value of the logo and maintain its integrity.

The policy set forth here identifies the authorized use of the trademarked Ice Age Trail Alliance (the “Alliance”) logo and other program logos. It also establishes the process for requesting use of Triad Partner logos.

2.0 Authority for this Policy

Alliance bylaws and federal, state, and local laws provide the authority for this policy. The Executive Director & CEO is assigned the authority for interpretation and ultimate implementation of this policy.

3.0 Ice Age Trail Alliance Logos and Official Marks

The Ice Age Trail Alliance logo (figure 1), Chapter-specific Alliance logos (figure 2), Ice Age Trail Community logo (figure 3), Ice Age Trail Campus logo (figure 4), Saunters logo (figure 5), and ColdCache logo (figure 6) are the sole and exclusive property of the Ice Age Trail Alliance, Inc.

At all times, the logo(s) must be used in a professional manner, which adheres to brand standards as established in the *Ice Age Trail Alliance Brand Guidelines* document, which is available from the Alliance’s Director of Marketing and Community Relations. Inappropriate or abused use of any Alliance logo is prohibited. Unauthorized use of Alliance logos is forbidden.

Interpretation and enforcement (or lack thereof) of these terms and conditions, and compliance therewith, shall be made by the Executive Director & CEO of the Ice Age Trail Alliance or their designee.

- A. **Ice Age Trail Alliance Chapters**, in good standing, may use the Ice Age Trail Alliance logo (figure 1) or chapter-specific Alliance logo (figure 2) as long as use adheres to the terms and conditions in this policy.

Chapters may use the Alliance logo and/or chapter-specific Alliance logo on:

- newsletters and emails
- business cards and stationery
- brochures, literature, or other printed materials
- advertisements for Chapter events or Chapter-sponsored events
- web page, social media site
- volunteer incentives (not items for sale)

Other uses of these logos (including use on items to generate money) require prior approval from the Executive Director & CEO of the Ice Age Trail Alliance or their designee.

Chapters may NOT use the Alliance logo and/or chapter-specific Alliance logo:

- to endorse a political party, candidate, issue, or opinion
- in any manner that, in the sole discretion of the Alliance, discredits the Alliance or tarnishes its reputation and goodwill
- in ways that are false or misleading
- to violate the rights of others
- in violation of any law, regulations, or other public policy
- in ways that mischaracterize the relationship between the Alliance and the user, including but not limited to any use of the logo that might be reasonably construed as an endorsement, approval, sponsorship, or certification by Alliance of the user, the user's business or organization, or the user's products or services, or that might be reasonably construed as support or encouragement to purchase or utilize the user's products or services

B. **Guidance for Other Alliance Logos**

To use other official Alliance logos (Ice Age Trail Community -figure 3, Ice Age Trail Campus- figure 4, Saunters-figure 5, or ColdCache-figure 6), Chapters must seek prior approval from the Executive Director & CEO of the Ice Age Trail Alliance or their designee.

Permission to use the Ice Age Trail Community or Campus logos will only be granted for uses related to an official Ice Age Trail Community or Campus.

- C. **Entities Outside the Alliance** may use official Alliance logos only when express permission is granted by the Executive Director & CEO of the Ice Age Trail Alliance or their designee. Permission will be granted on a case-by-case basis; specific usage rules may apply. To request permission to use a logo, contact the Executive Director & CEO of the Ice Age Trail Alliance.

4.0 Triad Partner Logos

The National Park Service logo (figure 7), the National Park Service trail marker logo (figure 8), the National Park Service trail/map emblem (figure 9), and the Wisconsin Department of Natural Resources logo (figure 10) belong to their respective organizations.

Alliance Chapters, in good standing, wanting to use these logos in conjunction with the Alliance logo, Chapter-specific Alliance logo, or in association with Alliance activities must make a request to the Executive Director & CEO of the Ice Age Trail Alliance or their designee, who will seek prior approval from the appropriate agency.

The Trail/Map Emblem (figure 9) was created by the National Park Service for use, unaltered, ONLY by the Alliance or its Chapters on printed materials, including those soliciting support for the Trail. Its usage must not suggest the emblem is the graphic identity of the Alliance. The Executive Director & CEO of the Ice Age Trail Alliance or their designee must be notified in advance when the emblem will be used on promotional items or for solicitations of financial support. The Trail/Map Emblem is NOT allowed to be used by entities outside the Alliance or National Park Service.

<p>Figure 1</p>  <p>ICE AGE TRAIL ALLIANCE</p>	<p>Figure 2 (version example only)</p>  <p>ICE AGE TRAIL ALLIANCE CENTRAL MORAINES CHAPTER</p>	<p>Figure 3</p>  <p>ICE AGE TRAIL COMMUNITY</p>
<p>Figure 4</p>  <p>ICE AGE TRAIL CAMPUS</p>	<p>Figure 5</p>  <p>SAUNTERS ICE AGE TRAIL ALLIANCE</p>	<p>Figure 6</p>  <p>ColdCache A Special EarthCache</p>
<p>Figure 7</p>  <p>NATIONAL PARK SERVICE</p>	<p>Figure 8</p>  <p>ICE AGE NATIONAL SCENIC TRAIL</p>	<p>Figure 9</p>  <p>ICE AGE NATIONAL SCENIC TRAIL</p>
<p>Figure 10</p>  <p>WISCONSIN DEPT. OF NATURAL RESOURCES</p>		