



# Creating Opportunities Along the Nation's Trails

425 West Pittsburgh Street | Greensburg, PA 15601 | (724) 216-9160 | [www.trailtowns.org](http://www.trailtowns.org) | [www.progressfund.org](http://www.progressfund.org)

## The Trail Town Program® Logo Use Policy

The Trail Town Program® encourages its Trail Town members and partners to utilize their designated Trail Town logo. Permission for the use of the logo will be granted without charge with submission of the logo use request form and adherence to the guidelines in Section I and II.

### Section I: Trail Town Program® Logo

- The Trail Town Program® logo is trademarked and not permitted for use without permission.

### Section II: Designated Trail Town Logos

- Utilization of the Trail Town designated logo is encourage by our partners on marketing materials, websites, signage (kiosks only) and Trail Town identification. In order to maximize effectiveness and maintain the integrity of these logos you must follow these standards:
  - You may not alter the Trail Town logo in any manner when it is being utilized unless permitted by the Trail Town Program®. The alterations would, but are not limited to include color, design, font, and text.
  - The logo may not be merged with other graphics. It may be beside another logo.
  - You may not use the logo in a misleading way. It may not be used to imply any sponsorship or endorsement by the Trail Town Program® that is not true.
  - The Trail Town Program® reserves the right to develop printed or electronic publications and products that feature these logos.
- The logo/s may not be used on merchandise of any kind.
- Permission for a specific use as stated in your request does not mean permission for any other subsequent use. If you would like to use the logo for multiple use please state that in your request or submit an additional request at a later time.
- The Trail Town Program® reserves the right to take any action to the fullest extent of the law against any individual, organization, or corporation for any misuse or unfair, misleading, diluting or infringing use of any Trail Town Program® Logos or trademarked.

The Trail Town Program® reserves the right, at any time and without cause, to modify or suspend these policies and to withdraw any permission granted to any party under and pursuant to these policies to use of any Trail Town Program® logo.