



United States Department of the Interior

NATIONAL PARK SERVICE

Shenandoah National Park
3655 US Hwy. 211 East
Luray, Virginia 22835-9036

IN REPLY REFER TO:

PARK DIRECTIVE NO. INTERP - 202

Subject: Use of Official Shenandoah National Park Logo

The official Shenandoah National Park logo shall be used only to promote and institutionalize the mission of the Park and the National Park Service. The logo includes a profile of Stony Man Mountain, a trillium, and a section of rock wall circumscribed by the words "Shenandoah National Park."

The Official Shenandoah National Park Logo may be used on all official park publications, interpretive materials, and other official written documents where the use of a specific logo, identifiable with Shenandoah National Park is appropriate.

The Superintendent may permit other uses of the Official Shenandoah National Park Logo. Requests to use the Official Shenandoah National Park logo shall be made in writing to the Superintendent. The determination to permit use of the logo will be based upon the following criteria:

- 1) Whether the proposed use will have a definite and helpful connection with Shenandoah National Park and its mission;
- 2) Whether the proposed use will be an enhancement of legitimate official activities of Shenandoah National Park;
- 3) Whether the issuance of a permit will further the goal of promoting the official purposes of the park, and institutionalizing the Park mission.

The Superintendent reserves the right to revoke the permit at any time upon written notification to the permittee.

Approved:

Douglas K. Morris /s/

2/11/00

Douglas K. Morris,
Superintendent

DATE