



National Park Service Announcement

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National Park Service Centennial Licensing Program Update

Program entering next phase with release of retail style guide

In August, the National Park Service (NPS) announced the launch of the Centennial Licensing Program, which will facilitate and manage use of NPS Centennial trademarks on retail products. The program is now entering its next phase with the release of a retail style guide. This guide, along with the Centennial Logo Visual Identity Guidelines released in November, will provide retailers and suppliers with the necessary tools to develop educational and attractive products that celebrate the National Park Service Centennial. Please see the following information for important updates and contact M Style Marketing for more information about the program!

Updates

- The Centennial Licensing Program **Retail Style Guide** will be released in January and will be available to licensees from M Style Marketing.
- The **licensee application form** has been streamlined for NPS retail partners, and the application process will ultimately reside entirely online.
- The **Centennial Logo Visual Identity Guidelines** is another tool available to licensees and provides additional graphics to assist with the application of the centennial logo on product and other marketing support elements to boost sales. The guidelines are also available from M Style Marketing.
- To ensure you receive information and announcements about the licensing program, please contact M Style Marketing (nationalparks@mstylemarketing.com) to join their contact list.
- Please join the National Park Service, National Park Foundation, and M Style Marketing for a **webinar** about the Centennial Licensing Program at **3pm Eastern, January 21, 2015**.

Register now: [Centennial Licensing Program Webinar](#)

Concessioners, cooperating associations, friends groups, and NPS staff are welcomed and encouraged to participate in the webinar.

For more information, visit: www.nationalparks.org/centenniallicensing

Points of Contact

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