

Our Mission:

To honor our past and inspire generations of people to experience, connect with, and protect our cultural and natural resources.

Dear Yosemite supporter:

On October 1, 2015, the park will commemorate the 125th anniversary of the establishment of Yosemite National Park. President Benjamin Harrison signed the legislation, thereby creating the nation's third National Park. The establishment of Yosemite National Park preserved over 1,500 square miles of land including Tuolumne Meadows, the park's high country, Hetch Hetchy and lands surrounding Yosemite Valley.

To honor this significant milestone in our nation's history, we are continuing our community driven partnership called the Yosemite Anniversary Program, which originated with the 150th anniversary of the Yosemite Grant. Our team has quickly realized that only together, will we be able to recognize the true significance of the establishment of Yosemite National Park and its contribution to our nation's heritage. A part of our vision in honoring this anniversary is to see activities take place over a years' time in the many Yosemite communities, beginning in November 2014 and continuing through the 125th anniversary on October 1, 2015. If you would like to create a signature product, we invite you apply. The logo use application is attached and below you will find information that will help you complete the application.

Why apply to create an official 125th anniversary of Yosemite National Park product? The benefits of an official designation include:

- The right to use the official 125th anniversary logo
- Inclusion in the permanent list of approved products
- Promotion with other anniversary projects through press releases, newsletters, and other resources from the Anniversary Committee

How does the process work?

- Retail commemorative products will be reviewed and approved by the Anniversary Retail Subcommittee. Once you have completed your application, please email it to Belinda Lantz, blantz@yosemiteconservancy.org. The anniversary committee will review your application.
- All applicants will receive an email notifying them of the decision regarding their application.
- Approved vendors will receive a confirmation email with the 125th Anniversary of Yosemite National Park logo in a format for reproduction on your commemorative products.

Again, thank you for your interest in honoring and sharing the 125th Anniversary of Yosemite National Park.

Yosemite Anniversary Committee
Yose_anniversary@nps.gov

The 125th Anniversary of Yosemite National Park

Signature Guidelines – Licensing Agreement - Brand Standards



The 125th Anniversary of Yosemite National Park Signature is a trademarked logo owned by the Yosemite Conservancy, a non-profit partner of Yosemite National Park. The signature cannot be reproduced in any form without express written consent found in [Appendix A](#) of this document.

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I. Signature Guideline Overview

On October 1, 1890, President Benjamin Harrison signed the law establishing Yosemite National Park, thereby preserving over 1,500 square miles of meadows, rivers and mountains for the preservation and enjoyment of our nation's citizens. These lands included Tuolumne Meadows, the Hetchy Hetchy valley, and the lands surrounding Yosemite Valley.

To honor the 125th anniversary of Yosemite National Park, the NPS, park partners, and gateway communities have embarked on a community-partnership program (hereafter referred to as the "Anniversary Program") to host anniversary activities and legacy projects.

The 125th Anniversary of Yosemite National Park Signature Guidelines is intended for the use of the 125th Yosemite Anniversary Logo (hereafter referred to as the "Signature") on items for sale or promotion of Anniversary Events or Programs. The signature may only be used with the approval documentation found in Appendix C Terms and Agreements.

Respective Retailers, Event Planners, Marketing and Publishers who are approved for use of the "signature" by Yosemite Conservancy are identified hereforth as "licensee."

II. The 125th Anniversary of Yosemite National Park - Anniversary Program

Mission Statement

The 125th anniversary of Yosemite National Park honors our past and inspires generations of people to experience, connect with, and protect our cultural and natural heritage.

Tagline

Inspiring Generations

Goals

1. Honor Yosemite's history and the reverence demonstrated by its stewards.
2. Enhance Yosemite National Park's capacity to provide life-long learning experiences.
3. Encourage and provide opportunities to connect current and future stewards of Yosemite.

III. Signature Use Request, Approval, and Sales

Request

Requester of the "signature" on retail items should take into consideration the Anniversary Program mission and goals, complete and submit an Anniversary Signature Use Application to the Yosemite Conservancy. The submission will be reviewed by the Anniversary Committee and will notify the requestor via email upon approval.

Approval

An Anniversary Signature Application must be completed, signed and submitted to the Yosemite Conservancy for approval to use the official 125th Yosemite Anniversary Logo on

product, marketing, or events. (See Appendix A for details.)

All products using the “Signature” must be approved by the Anniversary Program Committee prior to production and/or use.

Submitted prototype samples or concept designs are required and will not be returned. The Anniversary Program Committee will review and approve products. An official high resolution “signature” will be provided on approval, for use on product.

If submission is rejected, the requestor may not use the Yosemite National Park 125th Anniversary Signature.

Sales

Once approved, the Licensee can sell product in their approved locations.

The following retail items have been suggested by the Yosemite National Park 125th Anniversary Retail Committee. However, other products will be considered. Products must be appropriate for wide audiences and not be offensive in nature.

- Coffee
- Mug
- Hat
- Lapel Pin
- Hiking Stick Emblem
- T-Shirt
- Baseball Cap
- Decal
- Coffee Table book
- Blanket
- Christmas ornament
- Patch
- Canvas Bag
- Metal Canteen
- Outdoor apparel

IV. Retail Point of Sale Announcements

Language used to describe Anniversary contributions from sales should be displayed on a standard Point of Sale poster or announcement (*available on website*). This can consist of a Banner identifying the participation of the retailer (*Licensed Anniversary Products Sold Here*) and an information poster that contains the contribution language. The banners and info posters are standard and identical to promote recognition and marketing continuity to visitors as they visit the various retail locations. How the retailer decides to stock and display the actual items will depend on the individual retailers' logistical ability to display the items (shelving and space restrictions).

Retail Item 'Anniversary Tagged' Sales

Items that are not obviously Anniversary (i.e. no signature in the design), can be identified with a tag produced in-house with the signature and signature identifier (*Licensed Anniversary Product*), as well as the statement identifying a portion of proceeds are donated to the Yosemite Conservancy.

The following language will be used on the Anniversary Tagged items:

<Retail outlet (or name of business)>
Proudly Supports
The Commemoration of the Yosemite National Park 125th
Anniversary through sales of Licensed Anniversary Products.

Appendix A

Yosemite National Park 125th Anniversary Signature Use Application

Please check the applicable answer to the following questions, providing details where indicated. Mail or e-mail this completed application, the signed Appendix C - Terms and Conditions, and a prototype sample or concept art to:

Belinda Lantz (blantz@yosemiteconservancy.org)
Yosemite Conservancy
Yosemite National Park 125th Anniversary
PO Box 230
El Portal, CA 95318

1. This application for permission to use the Yosemite National Park 125th Anniversary Signature is with respect to:
 - Print marketing/promotional material and/or informational or educational literature; for example: advertising in a newspaper, magazine, newsletter; event invitation or program; brochure or leaflet; poster; direct mail piece, etc. Please briefly describe.
 - Electronic publications; for example: a website, online newsletter, or video. Please briefly describe.
 - Retail Item. Please briefly describe.
 - To promote the hosting of an approved Commemorative Event or Educational Program.
2. The date/expected period of use of the signature is _____.
3. The intended reproduction of the signature is in _____
 - Color
 - Black only
 - White only (reversed in a dark background color)

4. I hereby agree that ___% (minimum of 5%) will be deducted from my check to pay the anniversary logo use fee. (See Appendix B for more details.)

5. Please check the name of the park retailer you are working with:

- Delaware North Parks and Resorts at Yosemite (DNC)
- The Ansel Adams Gallery (AAG)
- Yosemite Conservancy (YC)

The park retailers will be responsible for paying the logo use fee to the Yosemite Conservancy on a quarterly basis on January 1, April 1, July 1, October 1 in the respective year in which the sales occur. Documentation identifying the total sales at cost for the period is also required and should be submitted with the licensing fee. See Appendix B for payment schedule and signature.

Either a mock up or a prototype must be submitted with your application.

5. A mock-up/sample layout of the intended signature application is attached? Yes No

6. A prototype sample of the retail item is attached for review? Yes No

APPROVED:

DATE:

Anniversary Coordinator

APPROVED:

DATE:

Yosemite Conservancy Retail Director

Appendix B

Payment Schedule and Associated Fees

Payment terms and conditions for “licensee” of approved product by Yosemite Conservancy include the following:

1. A percentage of wholesale cost sold will be paid to the Yosemite Conservancy by the licensee. The percentage of payment is determined by the vendor, being no less than 5% of wholesale cost sold.
2. Licensing fees and wholesale cost sold documentation will be sent to the Yosemite Conservancy within 21 days after the close of each quarter basis, using the following months as guidelines: January, April, July, October. Documentation of sales accountability is required when submitting Licensing fees identifying the total sales at cost for the respective period.

Associated Fees for Signature Use

For Official Retail Products:

- A minimum of 5% of the wholesale cost of the product sold.

For Marketing and Publications:

- If you are a non-profit, there is no fee.
- If you are a for-profit, there is one-time \$50 fee.

For Commemorative Events and Interpretive or Educational Programs:

- If you are a for-profit and the event has a fee, 5% of the net profit of the event.
- If you are a for-profit and there is no fee for the event, there is one-time \$50 fee.
- If you are a non-profit and the event has a fee, a \$50 donation is suggested.
- If you are a non-profit and there is no fee for the event, there is no fee.

All checks should be made out to:

Yosemite Conservancy – Yosemite National Park 125th Anniversary

All checks should be mailed to:

Belinda Lantz
Yosemite Conservancy
Yosemite National Park 125th Anniversary
PO Box 230
El Portal, CA 95318

Appendix C Terms and Conditions

Yosemite Conservancy hereby grants to the party identified below, the “Licensee” a one-time use, non-exclusive, non-transferable license and permission to use and display the Anniversary Signature subject to the party agreeing to the following terms and conditions:

1. The Licensee shall not make any alterations to the signature, or adapt the signature as part of another graphic symbol or mark.
2. The Licensee shall use the signature in accordance with specifications and purpose set out on Appendix A of this undertaking.
3. The Licensee shall not grant permission to any other person to use the signature.
4. The Licensee’s use of the signature will adhere to the National Park Service’s policies with respect to equal opportunity.
5. The Licensee acknowledges that Yosemite Conservancy assumes no liability in respect of the licensee use of the signature.
6. Yosemite Conservancy reserves the right to terminate signature usage immediately if there is a breach with paragraphs 1, 2, 3, 4, 5 noted above.
7. The licensee hereby accepts all of the conditions with respect to the use of the signature as set out in paragraphs 1 to 7.

Name of Applicant

Signature of Applicant

Mailing Address

Email (where logo is to be sent)

Phone Number

APPROVED:

DATE:

Anniversary Coordinator

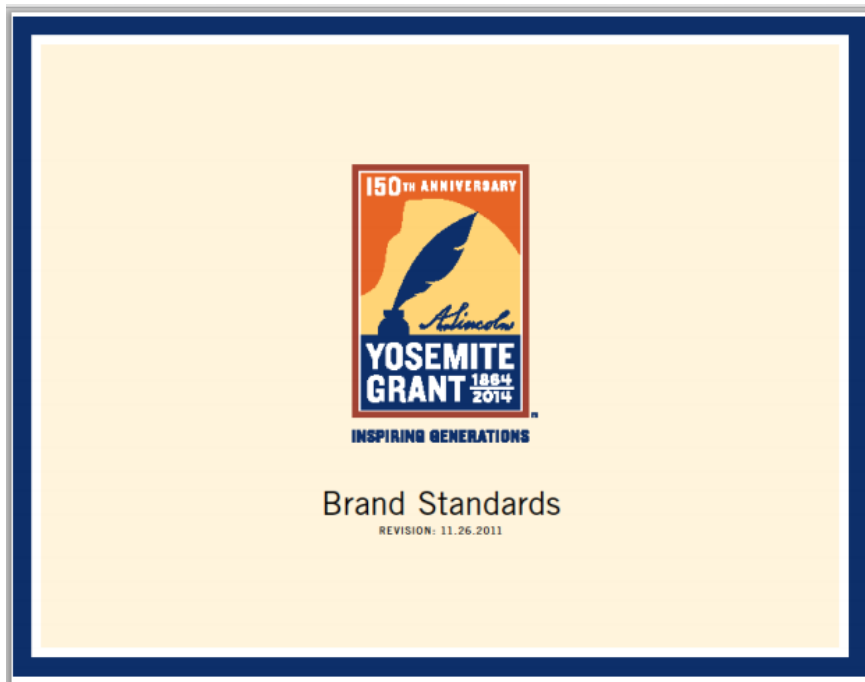
APPROVED:

DATE:

Yosemite Conservancy Retail Director

Appendix D Brand Standards

Note: The Yosemite Anniversary Brand Standards remain the same from the 150th anniversary of the Yosemite Grant. The same designer created the 125th anniversary of Yosemite National Park logo and the standards remain the same. See the brand standards below. The color palette for the 125th logo is PMS: 136 C, 423 C, 554 C, 306 C, 285 C, 2945 C, 7599 C.



Click the logo above for a link to the brand standards.