

Rocky Mountain National Park 100th Anniversary Program 2015

Signature Guidelines-Licensing Agreement-Brand Standards



The Rocky Mountain National Park 100th Anniversary Signature is trademarked and not to be reproduced in any form without express written consent from the Rocky Mountain National Park 100th Anniversary Program

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I. Signature Guidelines

On January 26, 1915, President Woodrow Wilson signed into law the bill creating Rocky Mountain National Park. This crown jewel park would protect stunning examples of alpine tundra and mountain landscapes for future generations.

To honor Rocky Mountain National Park's 100th Anniversary, Rocky Mountain National Park and Rocky Mountain Nature Association have launched a partnership program (hereafter referred to as the "Anniversary Program") to host and support Centennial activities, programs, and events.

The Rocky Mountain National Park 100th Anniversary Signature Guidelines are intended for the use of the 100th Anniversary Logo (hereafter referred to as the "Signature") on items for sale or promotion of 100th Anniversary Events or Programs. The signature may only be used with the approval of the 100th Anniversary Program, via **Appendix C Terms and Agreements**.

II. Rocky Mountain National Park 100th Anniversary Program—2015

VISION Statement

Rocky Mountain National Park's 100th Anniversary will encourage people to rediscover and reconnect with the wilderness, wildlife, and wonder that have inspired and continue to inspire visitors to Rocky Mountain National Park.

MISSION Statement

Rocky Mountain National Park's 100th Anniversary honors our rich cultural and natural history and celebrates the wilderness, wildlife, and wonder that inspire people to experience, connect with, and protect Rocky Mountain National Park.

Tagline

Wilderness, Wildlife, Wonder

III. Goals and Objectives for 100th Anniversary Signature Use

The following are goals that are found in the 100th Anniversary Program Strategic Plan. Each goal addresses the use of the 100th Anniversary Signature and is being implemented with a series of objectives, found below.

Goal: Public awareness of Rocky Mountain National Park's past, present & future is increased

- Objective 1: Create a line of commemorative 100th Anniversary products that speak to the Past, Present, and Future of Rocky Mountain National Park.

Goal: Engage all audiences in Rocky Mountain National Park's natural, cultural, and historical resource preservation

- Objective 1: Work with writers to add a natural, cultural, and historical resource preservation message to the price tag of all Centennial items.
- Objective 2: Work with wholesalers, distributors and manufacturers to provide as many products as possible using recycled and or renewable resources.
- Objective 3: Work with wholesalers, distributors and manufacturers to provide as many USA made products as possible

IV. Signature Use

Full Color (4cp)

USAGE GUIDELINES:

The 4-color process (4cp) version of the RMNP Centennial Logo should be used on all full-color printed material.

It should be sized no smaller than 1 inch in width.



Spot Color – 7 colors

USAGE GUIDELINES:

The Spot Color 7 version of the RMNP Centennial Logo must use the 7 spot colors listed below.

It should be sized no smaller than 2 inches in width.



Black



PMS 292



PMS 116



PMS 468



PMS 465



PMS 368



PMS 2935



Spot Color – 5 colors

USAGE GUIDELINES:

The Spot Color 5 version of the RMNP Centennial Logo must use the 4 spot colors listed below.

It should ONLY be used for small applications such as lapel pins. It should be sized no smaller than 1.25 inches in width.



Wilderness, Wildlife, Wonder

Black



PMS 465



PMS 368



PMS 2935



PMS 292



One Color

USAGE GUIDELINES:

The One-Color version of the RMNP Centennial Logo must only be printed in the PMS colors below, or screens of those colors.

It should be sized no smaller than 1.5 inches in width.



Wilderness, Wildlife, Wonder

Black



PMS 2935



Fonts

FONT GUIDELINES:

The following fonts must be used in conjunction with the RMNP Centennial Logo:

Scripted Text – Zapfino Regular

Zapfino Regular

Headline Text – Birch Std Regular

BIRCH STD REGULAR

Subheads and Body Copy – Hoefler Text Regular

Hoefler Text Regular

Sizing and Safety Zone

USAGE GUIDELINES:

The RMNP Centennial Logo must not be skewed or stretched in anyway. Sizing is specific to each version of the logo and is referred to in its corresponding section of this document.

Please follow these guidelines strictly:

YES



SAFETY ZONE
Nothing should be printed within the borders of the dashed line.

NO



NO



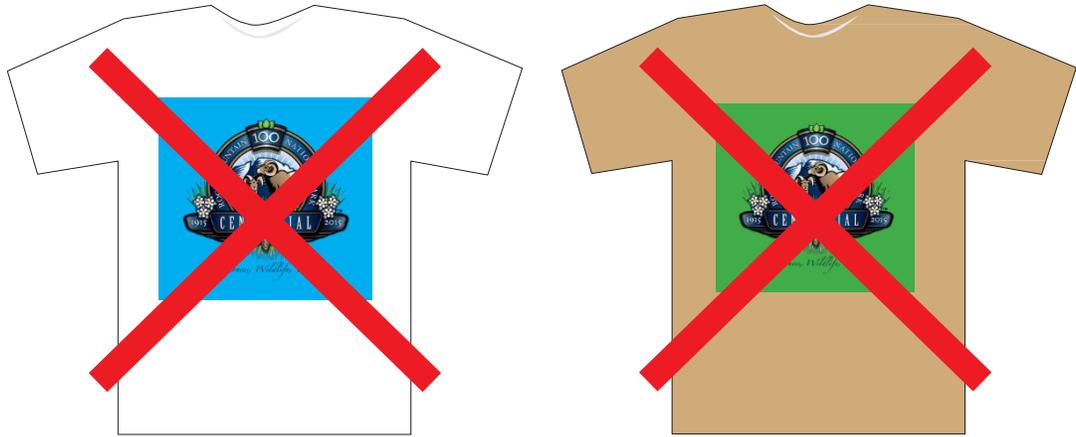
Using a Background Color

USAGE GUIDELINES:

YES



NO

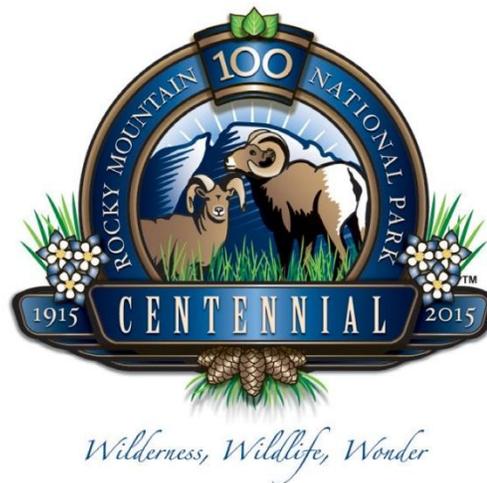


Using the Logo Online

USAGE GUIDELINES:

The Full Color RGB version of the RMNP Centennial Logo should be used for all digital applications. **It's usage should strictly follow all of the above guidelines.**

YES



NO



V. Signature Use Request, Approval, and Sales

Request

To request the use of the signature for a retail item, please take into consideration the 100th Anniversary Program vision, mission, and goals; fill out a 100th Anniversary Signature Use Application; submit application; and await the 100th Anniversary Program's response.

Approval

All products using the 2015 100th Anniversary Signature must be approved by the 100th Anniversary Program prior to production. The supplier must enter into an agreement (see **Appendix C Terms and Conditions**) to donate a minimum of 5% of the proceeds to the 100th Anniversary Program (see **Appendix B Donation Payment Schedule**). The 100th Anniversary Program reserves the right to approve or disapprove any product submitted. Submitted prototype samples are required and will not be returned.

Items and all required forms will be submitted to the 100th Anniversary Coordinator. The 100th Anniversary Retail Sub-committee will meet regularly to determine if product(s) will be approved.

Once approval is granted and all forms are signed and submitted, the official high resolution 100th Anniversary Signature will be provided, for product creations, and sales.

If disapproved, the product may not use the 100th Anniversary Signature.

Sales

Once approved, the wholesaler, distributor, or sales rep may begin selling this product state and nationwide. Products cannot be sold to customers until after January 1, 2014, with the exception of calendars.

The following retail items have sold by Centennial programs at other parks. However, other products will be considered.

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

Inappropriate, adult oriented, and generally offensive products will not be considered.

VI. Retail Point of Sale Announcements

Language used to describe 100th Anniversary contributions from sales should be displayed on a standard Point of Sale poster or announcement (*see below*). This would consist of; a Sign which would identify participation of contain contribution language. These info signs 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.)

We Proudly Support
the Rocky Mountain National Park 100th Anniversary
through sales of Licensed 100th Anniversary Products



Wilderness, Wildlife, Wonder

A portion of the proceeds from the sale of these products supports the Rocky Mountain National Park 100th Anniversary Program.

Retail Item '100th Anniversary Tagged' Sales

For those items that are not obviously 100th Anniversary (i.e. no signature in the design), a tag should be produced in house with the signature and signature identifier (Licensed 100th Anniversary Product) as well as the following wording in order to identify it as a licensed product:

The following language will be used on the 100th Anniversary Tagged items:

<Retail outlet (or name of business)>
Proudly Supports
The Celebration of the
Rocky Mountain National Park 100th Anniversary
through sales of Licensed 100th Anniversary Products.

VII. Quality Control

The Rocky Mountain National Park 100th Anniversary Signature is a registered trademark of Rocky Mountain Nature Association. The National Park Service arrowhead is also a registered trademark of the National Park Service. Prior approval for their use is required in all instances.

To obtain approval, submit a detailed proposal outlining the intended use of the signature and a visual proof of the application. Mail, email, or fax your proposal and proof to 100th Anniversary Program at the address listed below. Permission to use the 100th Anniversary Signature will be granted in writing.

Barbara Hoppe
100th Anniversary Coordinator
1000 US Highway 36
Estes Park, CO 80517

Tel: (970) 586-1226
Fax: (970) 586-1387
Email: Barbara_Hoppe@nps.gov

Appendix A Centennial Signature Use Application

Please check the applicable answer to the following questions, providing details where indicated. Mail this completed application, the signed Terms and Conditions (**Appendix C**), and a prototype sample to: Barbara Hoppe, Anniversary Coordinator, 1000 US Highway 36, Estes Park, CO 80517

1. This application for permission to use the Rocky Mountain National Park 100th Anniversary Signature is in 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 (Retail application is open from **February 1, 2013 – March 1, 2015**) Please briefly describe.

2. The approximate 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 to donate ___% (minimum of 5%) of the wholesale proceeds from the above mentioned product to the 2015 100th Anniversary Celebration. Proceeds are payable to the committee on a monthly basis. 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 and a photograph of the item are attached for review? Yes No

APPROVED:

DATE:

100th Anniversary Coordinator

DENIED:

DATE:

100th Anniversary Coordinator

Appendix B Payment Schedule and Associated Fees

Payment terms and conditions for vendors that produce items which have been approved for licensing by the 100th Anniversary Program and are identified here as “licensee”, include the following:

1. Purchase order arrangements will be made between the licensee that produces the 100th Anniversary product and the retailer who will sell the product.
2. A percentage of the cost amount total, per purchase order, will be paid to the 100th Anniversary Program through Rocky Mountain Nature Association by the licensee. The percentage of payment, per order, is determined by the licensee, being no less than 5%. Purchase order total used to determine license fee should not include shipping or handling charges.
3. Licensing fee will be made to the 100th Anniversary Program through the Rocky Mountain Nature Association no later than 30 days upon receipt of payment towards the transaction invoice by the retailer. Licensee will include appropriate invoice documentation with payment for license fee accountability.

ASSOCIATED FEES for Signature Use

For Official Retail Products:

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

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 a 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: Rocky Mountain Nature Association (RMNA)

All checks should be mailed to: Attn: Accounting, RMNP 100th Anniversary
PO Box 3100
Estes Park, CO 80517

Appendix C Terms and Conditions

The Rocky Mountain National Park 100th Anniversary Program 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 100th 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 the 100th Anniversary Program assumes no liability in respect of the licensee use of the signature.
6. The 100th Anniversary Program 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 sections 1 to 7.

Name of Applicant

Signature of Applicant

Mailing Address

Email (where Signature is to be sent)

Phone Number

APPROVED:

DATE:

100th Anniversary Coordinator

DENIED:

DATE:

100th Anniversary Coordinator