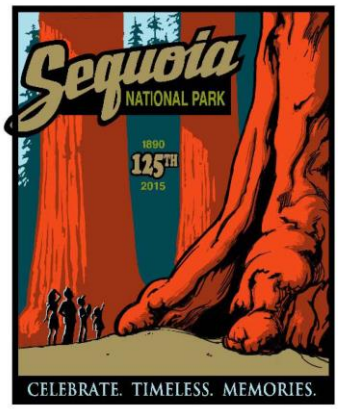
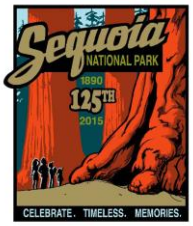
125th Anniversary of Sequoia National Park and 75th Anniversary of Kings Canyon National Park

Signature Guidelines – Licensing Agreement - Brand Standards





The 125th Anniversary of Sequoia National Park and 75th Anniversary of Kings Canyon National Park (individual and/or combined) Signature are trademarked logos owned Sequoia Natural History Association, a non-profit partner of Sequoia and Kings Canyon National Parks. The signature cannot be reproduced in any form without express written consent found in Appendix A of this document.

Table of Contents

I. Signatures Guideline Overview 3

II. The 125th Anniversary of Sequoia National Park and the 75th Anniversary of Kings Canyon- Anniversary Program 3

III. Signature Use Request, Approval, and Sales 4

IV. Retail Point of Sale Announcements 5

Appendix A: Sequoia National Park 125th Anniversary/ Kings Canyon National Park 75Th Anniversary Signature Use Application 6

Appendix B: Terms and Conditions 8

Appendix C: Brand Standards 9

I. Signatures Guideline Overview

In 2015, Sequoia National Park celebrates its 125th Anniversary; it was established on September 25, 1890 making it the nations' second national park and the oldest in California. Just a week later on October 1, 1890 additional legislation was signed into law by President Benjamin Harrison creating General Grant National Park and expanding Sequoia National Park.

Celebrating its 75th anniversary Kings Canyon National Park was established on March 4, 1940, expanding and incorporating all of the lands, which used to be, the now dissolved General Grant National Park.

Today, Sequoia and Kings Canyon National Parks preserve 1,353 square miles (1,310 managed as Wilderness), contains the world's largest tree (General Sherman), includes the lower 48 states tallest peak (Mt. Whitney), hold one third of the world's naturally-occurring Giant Sequoias and hosts over 1.6 million people from around the world.

To honor these anniversaries the National Park Service (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.

These Signature Guidelines are intended for the use of the 125th Sequoia Anniversary Logo, 75th Kings Canyon Logo used individually or in any combination (hereafter referred to as "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 B Terms and Agreements.*

Respective Retailers, Event Planners, Marketing, and Publishers who are approved for use of the "Signature" by Sequoia Natural History Association (SNHA) are identified hereforth as "licensee."

II. The 125th Anniversary of Sequoia National Park and the 75th Anniversary of Kings Canyon- Anniversary Program

Mission Statement

Connect with and create the next generation of Sequoia and Kings Canyon National Parks visitors, supporters and advocates.

Tagline

Celebrate. Timeless. Memories.

Goals

1. Honor Sequoia and Kings Canyon National Parks history and the reverence demonstrated by its stewards.
2. Enhance Sequoia and Kings Canyon National Parks' capacity to provide life-long learning

experiences.

3. Encourage and provide opportunities to connect current and future stewards of Sequoia and Kings Canyon National Parks.

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 SNHA. 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 SNHA for approval to use the official Signature Logos 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 Sequoia National Park 125th Anniversary Signature or the 75th Kings Canyon National Park Anniversary Signature (individually or in any combination).

Sales

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

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

- Coffee
- Mug
- Glassware
- Hat
- Lapel Pin
- Hiking Stick Emblem
- T-Shirt
- Baseball Cap
- Decal
- Christmas ornament
- Patch
- Canvas Bag
- Water bottle
- Magnet
- Post Card
- 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).

Appendix A: Sequoia National Park 125th Anniversary/ Kings Canyon National Park 75Th 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 B - Terms and Conditions,* and a prototype sample or concept art to:

Mark Tilchen (Mark_Tilchen@sequoiahistory.org)
Sequoia Natural History Association
2015 Sequoia and Kings Canyon National Park Anniversaries
47050 Generals Hwy Unit 10
Three Rivers, CA 93271

1. This application for permission to use the Sequoia National Park 125th Anniversary/ Kings Canyon National Park 75th 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

   ☐ Grey Scale only

4. For commemorative retail product for sale, I hereby agree to provide SNHA 10 copies of all products produced for sale with logo (signature). Additionally SNHA may assess a $25 per product item developed, as a logo use fee.

Questions 5-7 required for retail products only:

5. If you are a vendor who is interested in developing and selling commemorative retail products outside the park, please list your name here:

☐ Other: _____

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

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

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

All checks should be made out to:
SNHA – Sequoia National Park 125th Anniversary/ Kings Canyon National Park 75th Anniversary

All checks should be mailed to:

Sequoia Natural History Association/Signature Logo
2015 Sequoia and Kings Canyon National Park Anniversaries
47050 Generals Hwy Unit 10
Three Rivers, CA 93271

APPROVED: DATE:
Anniversary Coordinator

APPROVED: DATE:
SNHA Retail Director

Appendix B: Terms and Conditions

SNHA 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 SNHA assumes no liability in respect of the licensee use of the signature.
6. SNHA 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:

SNHA Retail Director

Appendix C: Brand Standards

Logos

The Sequoia 125th, Kings Canyon 75th and combined parks logos convey a sense of adventure and nostalgia.

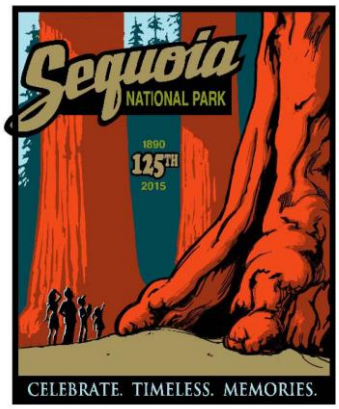
The Medium/Large logos should be used on most applications.

The PIN or small logo is reserved for applications that require a logo with a width of 1.0” inches or smaller.

The Combined logo should be used on most applications; and for small items (less than 1.0” inch consult SNHA).

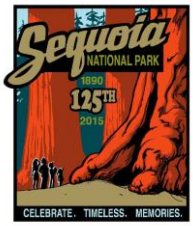
Med/Large

PIN small



Med/Large

PIN small



Logo: Color Palette

The Sequoia 125th, Kings Canyon 75th and combined parks logos convey a sense of adventure and nostalgia.

Always reproduce the logo from original artwork. Never redraw, stretch, condense, crop or alter the logo in any way.

Combined

Logo: Variations

The Logo may appear as a lockup with the tagline “Celebrate. Timeless. Memories. “ but maybe used without the tagline as well (particularly on small items).

In situations where colors are limited for print grey scale versions of the logo is permitted for use.

Logo: Clear Space

Clear pace refers to the area around the logo that separates if form other elements (photos, type, illustrations). The clear space should be equivalent to ¼ the width of the logo. In the case of the PIN or small logo the clear space should be equivalent to 1/5 the width of the logo. Use more clear space, when possible.

Logo: Improper Usage

Do not tilt or distort the logo in any way.
Do not substitute any other colors for the designated logo color.
Do not outline the logo or logo type.
Do not use the logo on a background color too close to the logo orange or blue.
Do not use another font.
Do not use the logo with a pattern.
Do not stretch or modify the shape or the logo in any way.
Do not combine the logo with any images or illustrations.
Do not place the logo on a background shape.