



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 June 30, 2014, we will mark the 150th anniversary of the Yosemite Grant Act signed by President Abraham Lincoln, thereby protecting Yosemite Valley and Mariposa Grove. As you may know, these two special places, found in what is now Yosemite National Park, were the first resources in the world set aside for preservation – planting the seed for the national park idea.

To honor this significant milestone in our nation's history, we have embarked on a community driven partnership called the Yosemite Grant 150th Anniversary Program. Our team has quickly realized that only together, will we be able to recognize the true significance of this historic act and its contribution to our nation's heritage. *A part of our vision in honoring this anniversary is to see nearly one hundred activities take place over a years' time in the many Yosemite communities.* If you would like to create a signature product, we invite you to apply. The logo use application is attached and below you will find information handy in completing the application.

Why apply to create an official Yosemite Grant 150th Anniversary product? The benefits of an official designation include:

- The right to use the official Anniversary logo
- Inclusion in the permanent list of approved projects
- Potential promotion with other anniversary projects through press releases, newsletters, and other resources from the Anniversary Committee
- Receipt of an Official Anniversary Project Certificate
- An invitation to a one-time reception for all Yosemite Grant 150th host participants

How does the process work?

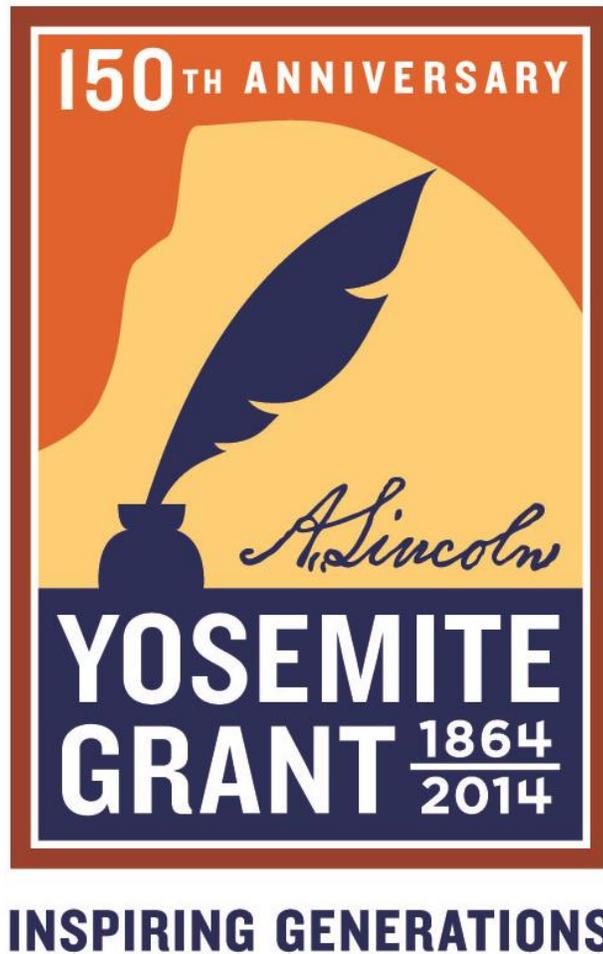
- Applications will be reviewed and approved by the Retail Subcommittee. Once you have completed the application, please mail it to: Todd King, Yosemite Conservancy, Yosemite Grant 150th Anniversary, PO Box 230, El Portal, CA 95318 or tking@yosemiteconservancy.org
- All applicants will receive a letter notifying them of the decision regarding their application. Those organizers of approved products will receive a certificate by mail and the Yosemite Grant 150th logo by email in a format for reproduction on your event material.

Again, thank you for your interest in honoring and sharing the 150th Anniversary of the Yosemite Grant.

Yosemite Grant 150th Retail Subcommittee

Yosemite Grant 150th Anniversary Program - 2014

Signature Guidelines – Licensing Agreement - Brand Standards



The Yosemite Grant 150th Anniversary Signature is a trademarked logo owned by the Yosemite Conservancy, a non-profit partner of Yosemite National Park. The signature can not to be reproduced in any form without express written consent found in [Appendix A](#) of this document.

USE OF LOGO APPLICATION

Table of Contents

I. Signature Guideline Overview	3
II. Yosemite Grant 150 th Anniversary Program—2014	3
III. Signature Use Request, Approval, and Sales.....	3
IV. Retail Point of Sale Announcements	5
V. Quality Control.....	5
Appendix A Yosemite Grant 150 th Anniversary Signature Use Application.....	6
Appendix B Payment Schedule and Associated Fees	8
Appendix C Terms and Conditions.....	9
Appendix D Brand Standards.....	10

USE OF LOGO APPLICATION

I. Signature Guideline Overview

On June 30, 1864, President Abraham Lincoln signed the Yosemite Grant Act, thereby establishing the precedent to set aside wild land for the preservation of our rich heritage and the enjoyment of our nation's citizens. The Yosemite Grant planted the seed for the national park idea and Yosemite continues to lead the National Park Service in its mission.

To honor of the Yosemite Grant 150th anniversary, Yosemite National Park, 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 Yosemite Grant 150th Anniversary Signature Guidelines are intended for the use of the 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](#).

II. Yosemite Grant 150th Anniversary Program—2014

Mission Statement

Yosemite Grant 150th 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

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

Approval

All products using the Yosemite Grant 150th Signature must be approved by the Anniversary Program prior to production. The supplier must enter into an agreement (see [Appendix C Terms and Conditions](#)) to pay a minimum of 5% of the proceeds to the Yosemite Conservancy (see [Appendix B Payment Schedule](#)). The Anniversary Program reserves the right to approve or

USE OF LOGO APPLICATION

disapprove any product submitted. Submitted prototype samples are required and will not be returned.

The Anniversary Program 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 Anniversary Signature will be provided, for product creations and sales.

If disapproved, the requestor may not use the Yosemite Grant 150th Anniversary Signature.

Sales

Once approved, the wholesaler, distributor, or sales rep may begin selling this product state and nationwide. Products cannot be sold to costumers until after January 1, 2013.

The following retail items have been suggested by the Yosemite Grant 150th Anniversary Retail Committee. However, other products will be considered.

- 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

Alcohol, adult oriented, and generally offensive products may not be considered.

USE OF LOGO APPLICATION

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 would consist of; a Banner which would identify participation of the retailer (*Licensed Anniversary Products Sold Here*) and an information poster that contains the contribution language. These 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

For items that are not obviously Anniversary (i.e. no signature in the design), a tag could be produced in house with the signature and signature identifier (*Licensed Anniversary Product*), as well as the portion of proceeds returning to the Yosemite Conservancy to identify it as a licensed product.

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

<Retail outlet (or name of business)>
Proudly Supports
The Commemoration of the Yosemite Grant 150th Anniversary
through sales of Licensed Anniversary Products.

V. Quality Control

The Yosemite Grant 150th Signature is a registered trademark of Yosemite Conservancy. Prior approval 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 the appropriate program at the addresses listed below. Permission to use the Yosemite Grant 150th Anniversary Signature will be granted in writing.

USE OF LOGO APPLICATION

Appendix A Yosemite Grant 150th Anniversary Signature Use Application

Please check the applicable answer to the following questions, providing details where indicated. Mail this completed application, the signed [Appendix C Terms and Conditions](#), and a prototype sample to:

Belinda Lantz
Yosemite Conservancy
Yosemite Grant 150th Anniversary
PO Box 230
El Portal, CA 95318

1. This application for permission to use the Yosemite Grant 150th 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 (Retail application is open from **April 12, 2012-December 15, 2012 for items to be sold in 2013; this application will remain open until June 15, 2013 for items to be sold in 2014**). 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 _____.
NOTE: The logo may not be used prior to January 1, 2013.

3. The intended reproduction of the signature is in _____
 Color

USE OF LOGO APPLICATION

Black only

White only (reversed in a dark background color)

4. I hereby agree to pay ___% (minimum of 5%) of the wholesale proceeds from the above mentioned product to the Yosemite Conservancy. Proceeds are payable to the Yosemite Conservancy 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 attached for review? Yes No

APPROVED:

DATE:

Anniversary Coordinator

APPROVED:

DATE:

Yosemite Conservancy Retail Director

USE OF LOGO APPLICATION

Appendix B Payment Schedule and Associated Fees

Payment terms and conditions for vendors that produce items which have been approved for licensing by Yosemite Conservancy and are identified here as “licensee” include the following:

1. Purchase order arrangements will be made between the licensee that produces the 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 Yosemite Conservancy 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 fees will be made to the Yosemite Conservancy 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 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 Grant 150th Anniversary

All checks should be mailed to:

Belinda Lantz
Yosemite Conservancy
Yosemite Grant 150th Anniversary
PO Box 230
El Portal, CA 95318

USE OF LOGO APPLICATION

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:

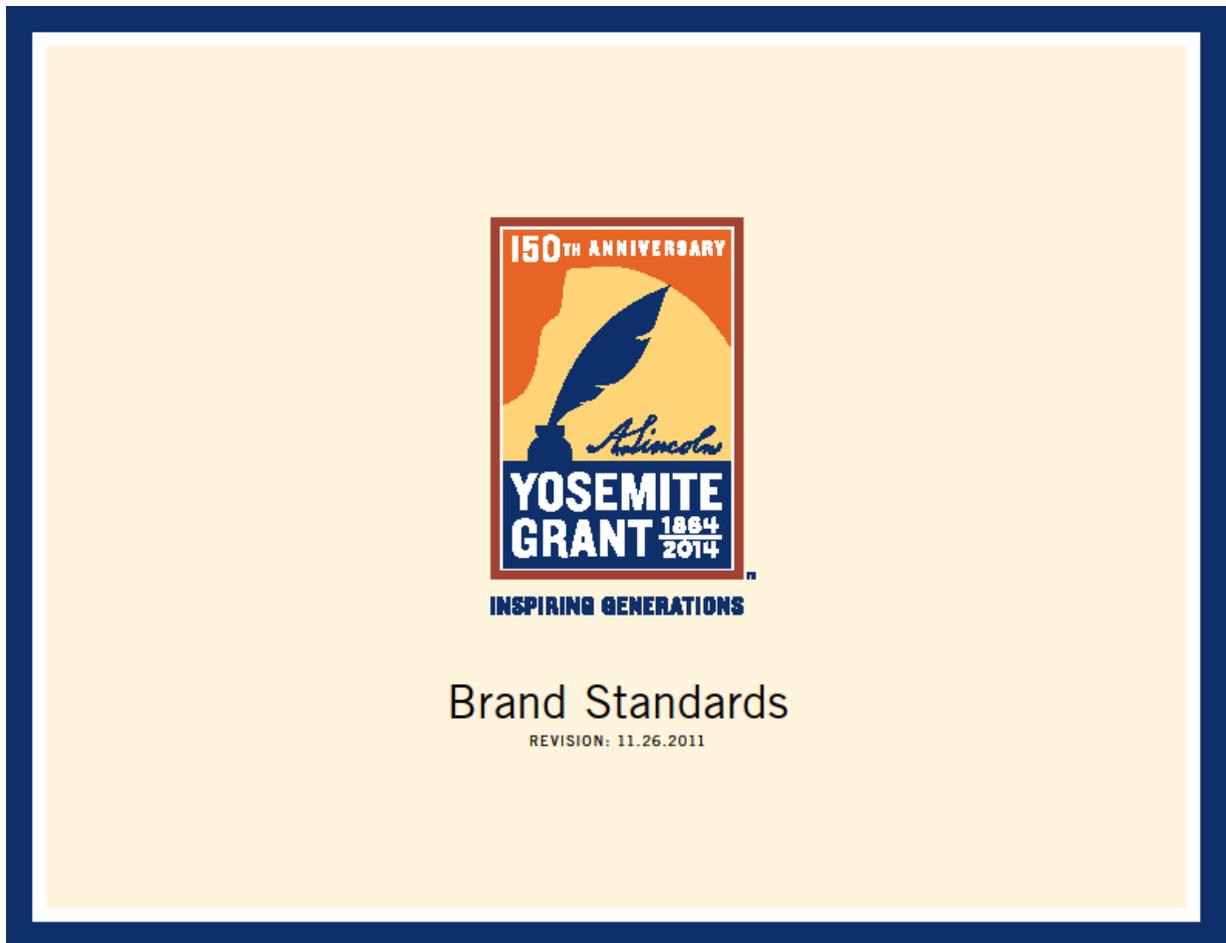
Anniversary Coordinator

APPROVED:

DATE:

Yosemite Conservancy Retail Director

Appendix D Brand Standards



Double click on the image above to see full brand standards.