



USE OF NSP LOGOS

The following is a supplement to NSP's Brand & Style Guide and provides more information about policies and guidelines for using NSP's logos and trademarks.

For all logo use

The national office staff in Lakewood must review requests to use NSP logos and trademarks in order to ensure that, per NSP Policies & Procedures (P&P) 10.2.2.5 a and b, marks and logos are “not augmented, distorted, defaced or altered in any way, including substitution of colors”; and that “all uses are consistent with good taste and common sense.”

Program logo use

National program directors and advisors will have files of their program's logo, and will be responsible for its proper use on program materials like member-facing documents and educational pieces for members.

[For commercial and fundraising use, as well as use on goods with national distribution, national program directors and advisors must follow the processes outlined below.](#)

Commercial use

Per the P&P, NSP members, subunits and other persons must obtain prior, express and written consent from NSP's Executive Director to use NSP trademarks and logos for commercial purposes. (10.2.2.4)

Use of logos for commercial purposes means “the sale, lease, license or other exploitation of the [logos] for profit, including, but not limited to ...to produce or manufacture products for general sale”

Examples of “use of NSP trademarks and logos “for commercial purposes”:

- Use of the National Ski Patrol name and / or logo on the cover of a book for commercial sale
- Use of the National Ski Patrol name and/or logo in reference to a commercial product for sale with a portion of the proceeds going back to National Ski Patrol – the name and / or logo is being “exploited ... for profit,” even though a portion of that profit will be donated (NOTE – The Executive Director must also review and approve these in case they create conflicts of interests with our commercial partners)
- Use of the National Ski Patrol name and/ or logo on apparel or other items for sale in a commercial store or website other than the NSP Online Store

[Any member wishing to use an NSP logo \(NSP shield or program logo\) for commercial purposes must complete a Brand Usage Request form and submit it, along with a proof or mock-up of the finished piece, for approval by the Executive Director.](#)

Fundraising use – subunits

Per the P&P, NSP subunits may use NSP trademarks and logos within the geographic area of the subunit for noncommercial purposes and for fundraising purposes (10.2.2.3)

Any fundraising efforts must be confined to the specific geographic area of the subunit (10.2.2.5 c.) Subunits who wish to have an exception to this policy must submit a written request detailing the proposed use, including a diagram or draft design, to the executive director.

Fundraising is defined as soliciting funds for a charitable purpose, in this case for a subunit, like a patrol, a region or a division.

Examples of fundraising use for a subunit:

- Use of the NSP shield or program logo on an item for sale, the proceeds of which benefit a subunit like a division or region
- Use of the NSP shield or program logo for materials for an event, the proceeds of which benefit a division, or region

Fundraising use – national

Using NSP trademarks and logos – including program logos – to raise funds on a national level requires documentation in addition to brand usage approvals from the program director and executive director.

Examples of national fundraising use:

- Use of a program logo on materials or an item for sale, the proceeds of which benefit the national program
- Use of the NSP shield or program logo for materials for an event, the proceeds of which benefit a national program

Any member wishing to use an NSP logo (NSP shield or program logo) for fundraising use must complete a Brand Usage Request form and submit it, along with a proof or mock-up of the finished piece, for approval by the Executive Director. If the fundraising extends beyond the geographic area of their subunit (e.g., beyond their area, region or division), they must also complete a Fundraising form (available on the Forms & Documents > Finance page at nsp.org) to notify the Fundraising Committee.

Logo use that is not for commercial or fundraising purposes

Members may use NSP logos and trademarks for purposes that are not commercial or fundraising, including recruiting new members, developing and providing materials or apparel for their own patrol, or for giveaways to build positive visibility for the patrol or program.

Examples of use of NSP logos and NSP program logos for noncommercial and / or fundraising purposes:

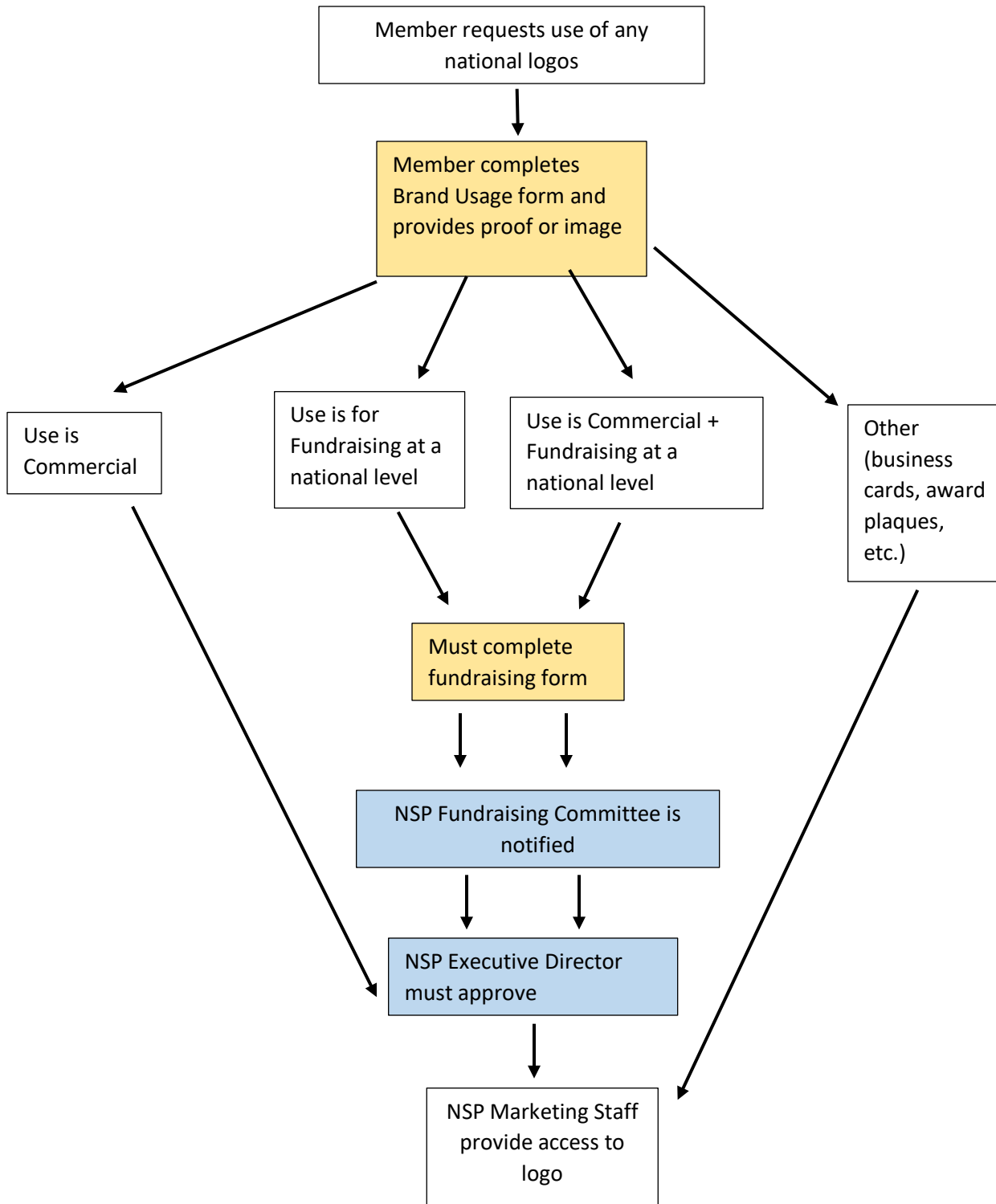
- Use of the National Ski Patrol name and/ or logo on a printed or online piece designed by a patrol or subunit that meets the standards in the Brand Guide
- Use of the NSP or a program logo on recruiting information, like posters, brochures or websites

Any member wishing to use NSP logos and trademarks for noncommercial use must complete a Brand Usage Request form and submit it, along with a proof or mock-up of the finished piece, for approval by the NSP staff.

Logo use for multiple purposes

Members wishing to use NSP logos for multiple items (e.g., a t-shirt, a backpack and a booklet) must complete a Brand Usage Request for each item.

NSP LOGO USE PROCESS AND APPROVAL FLOW
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PROGRAM LOGOS
Updated August 2020

