



## **USPSA Logo Policy**

The following are examples of requests for use of reserved marks and the circumstances under which permission may be granted. This is not intended to be a complete list. Where this policy is silent, permission and royalty fees are left to the judgment of the Executive Director.

### **Sponsors**

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The board of directors approves use of the USPSA logo for Nationals sponsors as defined in the current sponsor policy. (Note: The sponsor policy is reviewed and revised annually. Check current policy for sponsors authorized to use the USPSA logo.) Sponsor use of the logo is restricted to display ads, advertising brochures, appropriate clothing, and on small promotional products. Such permission is granted only for the calendar year in which the sponsor meets the requirements of the current sponsor policy for logo use. Logo display on larger items, including firearms, requires specific approval by the USPSA board.

### **Commercial Use**

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All other requests to use the logo for commercial purposes must be submitted in writing. Authorized commercial use of the logo may incur a royalty fee as may be determined to be appropriate by the Executive Director. ED decisions regarding permission or fees may be appealed to the USPSA Board of Directors, which may, at their discretion, choose to review, confirm, or reverse the decision.

Application for commercial use of the USPSA logo should be in the form of a business letter addressed to the Executive Director at the headquarters office and should include:

- ✓ Company name
- ✓ Company contact information including individual name, company address, telephone and fax numbers, and email address
- ✓ Complete description of the product
- ✓ Proposed logo placement including size

A sample or drawing of the product must accompany the letter.

### **Affiliated Club Use**

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Clubs affiliated with USPSA may use the logo on clothing, printed materials promoting their club or practical shooting, banners, and other promotional material without charge as long as they:

- Are currently affiliated with USPSA
- Do not do sell club shirts bearing the USPSA logo except to club members or match attendees
- Do not sell match shirts bearing the logo except to the competitors of the match or series of matches for which the shirts were produced

## **Team Use**

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Shooting teams other than designated USPSA teams competing in international competition occasionally request permission to display a USPSA logo on items of clothing or other souvenir items. Team members who are also USPSA members may be authorized by the executive director to use the logo. Teams must submit a written request describing the event or events where the shirts will be worn. Permission will not be granted if, in the opinion of the Executive Director, the team name or description, or other text or graphics on the uniforms are in poor taste or might otherwise be detrimental to the USPSA image. No royalty payment is assessed for this use. This policy may not be construed to permit production of shirts for sale bearing the USPSA logo without meeting the requirements of the commercial use policy except in the case of Nationals Stage Sponsors as described above.