

Yosemite National Park - National Park Service Centennial Logo

Signature Guidelines – Licensing Agreement - Brand Standards



The Yosemite National Park NPS Centennial Logo is a trademarked logo owned by Yosemite Conservancy, a non-profit partner of Yosemite National Park. The logo cannot be reproduced in any form without express written consent found in [Appendix A](#) of this document.

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I. Logo Guideline Overview

On August 25, 1916, the National Park Service was created as an agency within the Department of Interior, and was signed by President Woodrow Wilson. Congress passed what is often known as the Organic Act, which established the National Park Service and placed all the existing parks under its management. The legislation established the basis for the fundamental mission, philosophy, and policies of the National Park Service.

To honor the 100-year Centennial Anniversary of the National Park Service, Yosemite National Park, the 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. The NPS Centennial is the third significant anniversary that the park has celebrated. Other recent anniversaries include the 150th Anniversary of the Yosemite Grant, and the 125th Anniversary of Yosemite National Park.

The Yosemite Centennial Logo Guidelines are intended for the use of the Yosemite Centennial Logo (hereafter referred to as the “logo”) on items for sale or promotion of Anniversary Events or Programs. The logo may only be used with the approval documentation found in Appendix C Terms and Agreements.

Respective Retailers, Event Planners, Marketing and Publishers who are approved for use of the logo by Yosemite Conservancy are identified hereforth as “licensee.”

II. The National Park Service Centennial - Yosemite Anniversary Program

Mission Statement

The National Park Service Centennial goal is to connect with and create the next generation of park visitors, supporters and advocates.

Tagline

Creating the next generation of park stewards.

Anniversary Program Goals

1. Honor Yosemite’s place within the National Park Service history and the reverence demonstrated by its stewards.
2. Enhance Yosemite and the National Park Service’s capacity to provide life-long learning experiences for park visitors
3. Encourage and provide opportunities to connect current and future stewards of Yosemite.

III. Logo Use Request, Approval, and Sales

Request

Requester of the logo on retail items should take into consideration the Anniversary Program mission and goals, complete and submit an Anniversary Logo Use Application to the Yosemite Conservancy. The submission will be reviewed by the Anniversary Coordinator and will notify the requestor via email upon approval.

Approval

An Anniversary Logo Application must be completed, signed and submitted to the Yosemite Conservancy for approval to use the official Yosemite Centennial Logo on product, marketing, or events. (See Appendix A for details.)

All products using the logo must be approved by the Anniversary Coordinator prior to production and/or use.

Submitted prototype samples or concept designs are required and will not be returned. The Anniversary Coordinator will review and approve products. An official high resolution logo will be provided on approval, for use on product.

If submission is rejected, the requestor may not use the Yosemite Centennial Logo.

Sales

Once approved, the Licensee can sell their approved product.

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

- 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

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).

Retail Item 'Anniversary Tagged' Sales

Items that are not obviously Anniversary (i.e. no signature in the design), can be identified with a tag produced in-house with the logo and logo identifier (*Licensed Anniversary Product*), as well as the statement identifying a portion of proceeds are donated to the Yosemite Conservancy.

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

<Retail outlet (or name of business)>
Proudly Supports
the commemoration of the National Park Service Centennial
through sales of Licensed Anniversary Products.

Appendix A

Yosemite Centennial Logo 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 C - Terms and Conditions, and a prototype sample or concept art to:

Katie Manion (kmanion@yosemiteconservancy.org)
Yosemite Conservancy
Yosemite National Park 125th Anniversary
PO Box 230
El Portal, CA 95318

1. This application for permission to use the Yosemite Centennial Logo 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
- Black only
- White only (reversed in a dark background color)

4. For a commemorative retail product, I hereby agree to pay Yosemite Conservancy _____% (minimum of 5%) for the logo use fee. (See Appendix B for more details.)

For print marketing, e-publications, or event marketing, I hereby agree to pay Yosemite Conservancy \$_____ or _____%, per the fee schedule described in Appendix B.

Questions 5-7 required for retail products only:

5. Please check the name of the park partner that will be selling your retail items:

- Yosemite Hospitality
- The Ansel Adams Gallery (AAG)
- Yosemite Conservancy (YC)

The park partners will be responsible for paying the logo use fee to the Yosemite Conservancy on a quarterly basis on January 1, April 1, July 1, October 1 in the respective year in which the sales occur. Documentation identifying the total sales at cost for the period is also required and should be submitted with the licensing fee. See Appendix B for payment schedule and signature.

If you are or are working with a non-park retail outlet who is interested in selling commemorative retail products outside the park, please list the business 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

APPROVED:

DATE:

Anniversary Coordinator

APPROVED:

DATE:

Yosemite Conservancy Retail Director

Appendix B

Payment Schedule and Associated Fees

Payment terms and conditions for “licensee” of approved product by Yosemite Conservancy include the following:

1. A percentage of wholesale cost sold will be paid to the Yosemite Conservancy by the licensee. The percentage of payment is determined by the vendor, being no less than 5% of wholesale cost sold.
2. Licensing fees and wholesale cost sold documentation will be sent to the Yosemite Conservancy within 21 days after the close of each quarter basis, using the following months as guidelines: January, April, July, October. Documentation of sales accountability is required when submitting Licensing fees identifying the total sales at cost for the respective period.

Associated Fees for Signature Use

For Official Retail Products:

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

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

Please note that payment is for: Yosemite Centennial Logo fee

All checks should be mailed to:

Katie Manion

Yosemite Conservancy

Yosemite Centennial Logo fee

PO Box 230

El Portal, CA 95318

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 Yosemite Centennial Logo 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 logo as part of another graphic symbol or mark.
2. The Licensee shall use the logo 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 logo.
4. The Licensee’s use of the logo 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 logo.
6. Yosemite Conservancy reserves the right to terminate logo 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