

Logo Use Policy

Policy:

The Association's logo and logomarks ("Marks") are the property of the Association for Challenge Course Technology doing business as ACCT International ("ACCT"). However, ACCT may grant a limited license to use its Marks to members in good standing or to other agencies for the purpose of marketing and promoting ACCT products, services, events, and membership.

Purpose:

- Ensure the Marks are used uniformly across all platforms and materials, reinforcing brand recognition and recall.
- Protect ACCT's Marks, brand, intellectual property, reputation, and goodwill.
- Maintain a consistent and professional image that conveys ACCT's values and standards.

Procedure:

Use of the Marks in their original format shall be limited to ACCT business, including but not limited to marketing, advertising, branding, and identifying ACCT products, services, and events. ACCT shall take reasonable actions to protect the Marks while also employing them in creative ways that benefit ACCT and its membership. To this end, ACCT shall publish and make available permissible use cases, style guides to maintain professional and consistent use, and avenues for individuals and organizations to request permission to use the Marks.

A. General Guidelines

1. **Definitions.**
 - a. **Logo.** A simple wordmark stacking the words "ACCT International" in Termina Test font, separated vertically by the Logomark oriented horizontally. The Logo may also be presented in authorized one-color, two-color, three-color, and outlined formats.
 - b. **Logomark.** A simple illustration consisting of two ropes bound together in a Figure 8 Bend (also referred to as a Flemish Bend) with the ropes exiting the knot to the left in parallel and to the right in divergence. The Logomark is presented in green and blue hues. The Logomark may also be presented in authorized one-color, two-color, three-color, and outlined formats. When presented as part of the Logo, the Logomark is displayed horizontally. As a stand-alone mark, the Logomark is rotated clockwise 45 degrees.
 - c. **Logo Badge.** A type of emblem that combines the Logo or Logomark with text and imagery within a distinct shape, often resembling a badge, seal, or crest, and may be used to denote membership, rank, or recognition (for example, accreditation or certification) within a specific context.
2. **Style Guide.** Marks should be used in accordance with a published style guide. The style guide should include the following:
 - a. Permitted use cases

- b. Permitted variations of the Marks
 - c. Clearspace requirements around the Marks
 - d. Permitted sizes
 - e. Color Palette
 - f. Typography
 - g. Prohibited Uses/Incorrect Variations
 - i. Do not reverse the Marks
 - ii. Do not change the color(s)
 - iii. Do not change the opacity/transparency
 - iv. Do not rotate the Marks
 - v. Do not stretch or alter the proportions
 - vi. Do not change the arrangement of the markets
 - vii. Do not apply gradients, shadows, or other effects
 - viii. Do not crop the Marks
 - ix. Do not change the typography and font
3. Terms of Use.
- a. Terms of Use for the Logomarks shall be published on the ACCT website. Such terms may be updated from time to time by ACCT Staff. Reasonable efforts shall be made to communicate changes to ACCT membership and partners in a timely manner.
 - b. Terms of Use for Logo Badges shall be clearly identified on pages (written, attached, or linked to) or in correspondence that permit the download or electronic transfer of the Marks. The terms shall be updated and maintained in a written agreement signed by the licensee or authorized user, or, in the case of general membership, tied to their membership agreement.
 - c. No person or organization shall have the right to use the Marks in a way that denotes endorsement of products or services other than those which are acceptable under the Terms of Use and, if applicable, written agreement.
4. Permission to Use.
- a. ACCT Staff will develop and maintain processes to:
 - i. Allow users to request the use of the Marks
 - ii. Record requests and track authorized use
 - iii. Update and maintain agreements, including those for Logo Badges
 - b. Agreements for use.
 - i. ACCT may enter into an agreement with individuals or organizations to license the Marks outside of normal use. Such cases shall be approved by the Executive Director or the ACCT Board of Directors.
5. Versions of the Marks.
- a. ACCT Staff shall maintain a library of authorized Marks in several formats, or signatures, to complement different formats and design attributes. Only authorized variations may be distributed for internal and external use. The Executive Director must approve variations that fall outside the authorized formats or scope of the Style Guide.

B. Membership Logo Badges

ACCT may develop and update membership logo badges and badge programs to promote membership and recognize its members.

1. Program Guidelines.

- a. The license is limited to ACCT members in good-standing.
- b. ACCT shall publish specific Terms of Use for the Membership Logo Badges.
- c. ACCT shall make available a library of authorized badges to members.

2. Terms of Use.

- a. Licensee shall adhere to the published terms of use and style guide.
- b. Only authorized artwork shall be permitted.
- c. ACCT may update artwork and authorized badges periodically. Member agrees to use the most current authorized artwork and to bear the cost of updating its materials and use.
- d. Members may not use the Membership Logo Badge
 - i. in any manner to imply that they are in any way an agent of ACCT or that ACCT in any way warrants, approves, or endorses any product, service, or event provided by them.
 - ii. on commercial products, including hats, T-shirts, coffee mugs, the cover of training and operating manuals, certificates, or other similar products.
- e. Breach
 - i. Members found in violation of the Terms of Use or Style Guide shall be so notified in writing by ACCT. Corrections shall be made and the breach cured within thirty (30) days of receipt of the written notice and at the user's expense. Failure to cure a breach may result in the termination of the member's right to use the Membership Logo Badge or other remedies, including, but not limited to, suspension or revocation of membership.
- f. Termination.
 - i. Permission to use the Membership Logo Badges shall terminate immediately if membership status is not renewed, revoked, or terminated for any reason.
 - ii. ACCT may withdraw permission and terminate the limited license at any time if it identifies unauthorized or non-permitted use that violates the Terms of Use and ACCT, at its sole discretion, determines that the violation has or could reasonably cause harm to ACCT's reputation, brand, or goodwill.
 - iii. ACCT may discontinue the Membership Logo Badge Program at any time with ninety (90) days written notice to its members.
 - iv. Upon nonrenewal, revocation, or suspension of membership, or termination of use by either party, the licensee will remove the Membership Logo Badge from all materials, products, and services, regardless of whether such materials, products, and services are preprinted or preexisting at that time, at its own expense.

C. Accredited Member Logo Badges

ACCT may develop and maintain logo badges to recognize Accredited Members in good-standing.

1. Program Guidelines.

- a. The license is limited to Accredited Members in good-standing. Only Accredited Members that have maintained their paid membership, accreditation dues, and upheld all program requirements of the accreditation program will be authorized to use the ACCT Accredited Member Badges.
- b. ACCT shall publish specific Terms of Use for the Accredited Member Logo Badges.
- c. ACCT shall make available a library of authorized badges to Accredited Members in good-standing.

2. Terms of Use.

- a. The Accredited Member must agree to the Terms of Use, which shall be part of the Accredited Member agreement.
- b. Only authorized artwork shall be permitted.
- c. ACCT may update artwork and authorized badges periodically. Licensee agrees to use the most current authorized artwork and to bear the cost of updating its materials and use.
- d. Accredited Members may not use the Accredited Member Logo Badges in any manner to imply that they are in any way an agent of ACCT or that ACCT in any way warrants, approves, or endorses any product or service provided by them.
- e. Accredited Members must clearly identify the service areas or operations for which they are accredited, as well as those for which they are not accredited. If an Accredited Member offers additional services or conducts operations beyond those for which it is accredited, and the public could reasonably perceive these as part of its accreditation, the Accredited Member has the responsibility to clearly communicate the scope of its accreditation in all marketing materials, external communications, and literature.
- f. Breach
 - i. Accredited Members found in violation of the Terms of Use or Style Guide shall be so notified in writing by ACCT. Corrections shall be made and the breach cured within thirty (30) days of receipt of the notice at the Accredited Member's expense. Failure to cure a breach may result in termination of the Accredited Member's right to use the Accredited Members Badge or other remedies, including but not limited to suspension or revocation of accreditation status and/or membership.
- g. Termination.
 - i. Permission to use the Accredited Member Logo Badges shall terminate immediately if membership or accreditation status is not renewed, revoked, suspended, or terminated for any reason.
 - ii. ACCT may withdraw permission or terminate the limited license at any time if it identifies unauthorized or non-permitted use that violates the Terms of Use and it is determined, at ACCT's sole discretion, that the violation has or could reasonably cause harm to ACCT's reputation, brand, or goodwill.
 - iii. ACCT may discontinue the Accredited Member Logo Badge Program at any time with ninety (90) days written notice to its members.
 - iv. Upon termination, suspension, and/or revocation of accreditation status or membership, the licensee will remove the Accredited Member Logo Badge from all materials, products, and services, regardless of whether such materials, products, and services are preprinted or preexisting at that time, at its own expense.



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D. Development of Additional Logo Badge Programs

ACCT Staff may develop and maintain additional logo badges to recognize membership status, achievements, or to denote rank. New programs shall include, at a minimum, the General Guidelines found in Section 1 and be approved by the Executive Director before rollout.