

Peculiar Parks Foundation

Logo & Brand Usage Guidelines

Purpose

These guidelines establish standards for the proper use of the Peculiar Parks Foundation's name, logo, and brand assets to ensure consistency, protect the Foundation's identity, and maintain public trust.

1. Ownership & Authority

The Peculiar Parks Foundation logo, name, and brand assets are the exclusive property of the Foundation.

Use of the Foundation's logo or name does **not** imply endorsement, partnership, or sponsorship unless explicitly approved in writing by the Foundation.

The Foundation reserves the right to approve, deny, or revoke permission for logo use at any time.

2. Approved Use

The Foundation logo may be used only for:

- Approved Foundation programs, events, and initiatives
- Authorized sponsorship recognition
- Marketing or promotional materials related to Foundation-supported projects
- Official communications of the Foundation

All uses must align with the Foundation's mission and values.

3. Prohibited Use

The Foundation logo **may not** be used:

- For personal, political, or commercial purposes
- In a manner that suggests control, endorsement, or decision-making authority
- In connection with activities inconsistent with the Foundation's mission
- As part of another organization's logo or branding
- In a way that alters, distorts, or misrepresents the logo

4. Design Standards

To maintain brand integrity:

- The logo may not be altered, redrawn, stretched, compressed, or modified
- Colors, proportions, and orientation must remain unchanged
- The logo must remain clearly legible and unobstructed
- Adequate clear space must be maintained around the logo

Only official logo files provided by the Foundation may be used.

5. Color & Background Use

- The logo should be displayed on clean, uncluttered backgrounds
- High contrast must be maintained for readability
- If a background interferes with legibility, an alternate approved version of the logo must be used

6. Digital & Print Use

Logo use applies equally to:

- Print materials
- Websites and digital media
- Social media graphics
- Promotional signage

All digital uses must be clear and professional in appearance.

7. Donors, Sponsors & Partners

Businesses, organizations, or individuals may use the Foundation logo **only** when:

- Participation or sponsorship has been approved
- Usage has been authorized by the Foundation
- The logo is used solely for the approved purpose

Permission to use the logo does not grant ongoing or blanket approval.

8. Requesting Permission

Requests to use the Foundation logo must include:

- Description of intended use
- Format (print, digital, signage, etc.)
- Duration of use
- Sample or mock-up, if available

All requests must be approved prior to publication or distribution.

9. Enforcement

Unauthorized or improper use of the Foundation's logo or name may result in:

- Immediate revocation of permission
- Request for removal or correction
- Termination of partnership, sponsorship, or donor recognition

The Foundation reserves the right to take further action if misuse persists.

10. Policy Review

These Logo & Brand Usage Guidelines shall be reviewed periodically and updated as needed to reflect best practices and protect the Foundation's brand.