



## Logo/Brand Usage Policy

The proper use of a trademark is crucial, in any campaign to acquire, register, or maintain them. Proper use preserves a trademark's ability to identify the origin of products or services, and increases the trademark's potential. Proper use minimizes the likelihood that a mark will become abandoned, unintentionally, by its rightful owner. Proper use also strengthens trademark registrations, and overcomes defenses raised in trademark litigation. The most compelling point to remember is that trademark rights are *based* upon use. For this reason alone, anyone who cares about their mark, will want to use it properly, and will want others to do so as well.

The following guidelines for proper trademark use apply equally to business documents; correspondence; advertisements; promotional material; displays; packaging; product labels; signs; dictionaries; Web pages, and other media, containing, discussing, or describing the trademark.

Authorized third-party uses of the trademark should be licensed, and all licensing agreements should be written carefully, signed, and enforced. The agreement must set standards concerning the licensee's use of the mark, and the quality of products or services with which the mark will be used.

### **Our Trademarks**

Visit Jackson logos are the trademark of Visit Jackson (Visit Jackson) and its affiliates in the United States and/or other countries. You should include this attribution, as applicable, with your other trademark and copyright notices.

### **Use of the " Visit Jackson " Name in Text**

When referring to our company, the full name is **Visit Jackson**. When referring to our services, the Visit Jackson name should be written as shown and used as an adjective followed by a description of our services in a form similar to the following examples:

(see attached guidelines)

These logos may not be altered, combined with other marks or used in a misleading manner. Your use of these logos is subject to your compliance with these Guidelines.

## **Use Requirements and Terms**

All permitted uses of the Visit Jackson Marks must conform to the following guidelines:

**Logo Display.** The Visit Jackson logos must stand-alone. You must maintain a minimum amount of space between the Visit Jackson logo and other graphic or textual elements. To preserve the integrity and clarity of the logo, a standard area of "clear space" should be maintained around the logo in all uses. The minimum clear space is defined as "2x" where "x" is measured by the width of the type stroke of the letter "i" in the logo.

**Logo and Background Color.** The Visit Jackson logo should always be used in color for online use. The Visit Jackson logo should also be used in color for print applications unless the color version is not practical, in which case the logo can be reproduced in solid black/grey. The preferred background color for the logo is solid white. When a solid white color is not practical, it may be used on a solid, light background color. The high resolution EPS/Encapsulated Postscript logo must be used for all print applications.

**Logo Size.** The Visit Jackson logos may be provided in different sizes/resolutions in JPG format. To ensure the logo resolution and quality are not degraded, these logos may be reduced in size to fit the requirements of the communication, but may not be enlarged beyond their native size. The minimum size is 1”.

**No Modification.** The Visit Jackson Marks must be used as provided by Visit Jackson with no modifications. Don't remove, distort or alter any element of the Marks, including changing any colors. Do not shorten, abbreviate, or create acronyms out of the Marks.

**No Confusingly Similar Marks.** Don't use the Marks in a manner that might create potential confusion as to the owner of the Visit Jackson Marks or imply that Visit Jackson is the source of your products or services.

**No Incorporation.** Don't incorporate the Visit Jackson Marks into your own product name, service names, trademarks, logos, company names, domain names, website title, publication title, application icon, favicon, or the like. Don't incorporate or use the Visit Jackson logo as part of a word.

**No Generic Use.** Don't use the Visit Jackson Marks in a way that suggests a common, descriptive, or generic meaning.

**No Plural or Possessive Use.** Never use the Visit Jackson Marks in the plural or possessive form.

**Domain Names.** Don't register the Visit Jackson Marks as domain names or as any part of a domain name.

**Trade Dress.** Don't copy or imitate Visit Jackson website design, typefaces, distinctive color, graphics designs or imagery.

**Endorsement.** Don't display the Visit Jackson Marks in any manner that might imply a relationship or affiliation with, sponsorship, or endorsement by Visit Jackson, or that can be reasonably interpreted to suggest that any content has been authorized by or represents the views or opinions of Visit Jackson or Visit Jackson personnel.

**Prominence.** Don't display the Visit Jackson Marks as the primary or most prominent feature on your web page or in any non- Visit Jackson materials.

**Disparagement.** Do not use the Visit Jackson Marks in a manner that would disparage Visit Jackson International Limited, the Visit Jackson Foundation, or its products or services.

**Violation of Law.** Don't display the Visit Jackson Marks on any web site that contains or displays adult content, promotes gambling, involves the sale of tobacco or alcohol to persons less than twenty-one years of age, or otherwise violates any law or regulation.

**Objectionable Use.** Don't display the Visit Jackson Marks in a manner that is in Visit Jackson sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to Visit Jackson.

**Attribution.** The Visit Jackson Marks must be accompanied by the appropriate ™ symbol. If you use the Marks outside the United States, please see Use Outside the US below.

Use Outside the US. Trademark rights vary from country to country. If using the Marks on sites based outside the United States, use the ™ symbol unless otherwise noted in these Guidelines.

**Termination.** Visit Jackson may ask you to stop using the Marks at any time. You agree to stop using the Marks within a reasonable period of Visit Jackson's request, but in no situation, more than seven (7) days after Visit Jackson's request.

## **Note:**

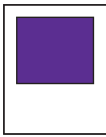
If you claim rights to use a mark, you may use the "TM" (trademark) or "SM" (service mark) designation to alert the public to your claim of ownership of the mark, regardless of whether you have filed an application with the United States Patent and Trademark Office (USPTO). However, you may only use the federal registration symbol "®" after the USPTO actually registers a mark, and not while an application is pending. You may only use the registration symbol with the mark on or in connection with the goods/services listed in the federal trademark registration. However, no specific requirements exist as to the precise use of the "®" symbol as to placement, e.g., whether used in a subscript or superscript manner.

# PRIMARY LOGO & IDENTITY GUIDELINES

CLIENT: Visit Jackson



## COLOR SPECIFICATIONS



Pantone 2597C  
C85 M100 Y0 K0



Pantone BLACK  
C0 M0 Y0 K100

## FONTS USED IN LOGOTYPE

Neutraface Display Titling

1234567890 !@£\$%-&\*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## DON'T ABUSE YOUR LOGO

