



***LOGO AND NAME  
USE POLICY***

DEC 2022



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# LOGO AND NAME USE POLICY

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## LOGO AND NAME USE

Use of the **Unreal Kingdoms and Associated brand name and logo's shown on our websites and within our products** are governed by this policy and the Graphics Standard Guide. This policy additionally pertains to all corporate subsidiaries, sections and chapters. Unauthorized use of name, **logo** and/or any of its trademarks is subject to legal action.

All names and logos are copyright and trademarked globally.

**Required Use of Name and/or Logo.** Members and staff must use the name and/or logo or approved variations thereof (see Graphics Standards) in the conduct of Board-approved programs. This includes all official entities). Our name and the use of our logo may not be used in any programs or activities not sanctioned by the Board of Directors.

**Board Approval Need for Use.** Entities may not use, or authorize the use of our name or logo in connection with the following activities without obtaining approval from Board of Directors:

1. Any event organized with a commercial or not-for-profit meeting organizer
2. Any event done in partnership or association with commercial or not-for-profit entities
3. Any publication (print or electronic) involving an organization other than ourselves.

Board approval of any joint venture, such as a joint meeting or publication, will serve as the approval of use of the name and logo within the terms of the joint-venture agreement. Separate board approval of name or logo use is not required.

## Standards for Display

The logo may be annotated to signify the role of a particular section, entity in administering a program or activity as provided in the Graphic Standards, which also addresses permissible colors and fonts.

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