



TRADEMARK POLICY

The NTCRA Trademark Policy is designed to give guidance on the authorized use and depiction of NTCRA trademarks and service marks by our members and sponsors. This document highlights common uses and misuses of NTCRA marks and language.

Through consistent application of these guidelines, NTCRA's image and credibility will be reinforced, thereby increasing the value of NTCRA and its services and enhancing your standing as a supporter of communities and businesses that are responsible, healthy, and prosperous places to live and work.

NTCRA expects all users of its trademarks and service marks to adhere to these guidelines. These guidelines are not all-inclusive. If you have questions regarding the appropriate use of NTCRA trademarks or service marks, please contact the NTCRA: info@NTCRA.org

USE OF NTCRA PROPRIETARY MARKS

The following terms and conditions govern the use of ALL proprietary marks – present and future trademarks, trade names, symbols, logos, insignia, and the like – owned and authorized for use by the North Texas Corporate Recycling Association (referenced below as "a mark" or "the mark"):

NTCRA will provide logo artwork files. Only artwork files provided by NTCRA may be used. Images captured from websites, publications, and other sources may not be used.

All versions of the NTCRA marks, including the NTCRA logo, are trademarked, whether marked or not, regardless of source.

The NTCRA mark is a marketing tool and a valued asset of the NTCRA community. Use of the mark is authorized by the NTCRA on a case-by-case basis through written request and thorough review of intent for usage and may be revoked at any time. Use of the mark should cease upon the termination of any use agreement, membership, or sponsorship.

The mark may be used only to refer to the NTCRA program or NTCRA products. The mark (or any word or design that is confusingly similar to the mark) may not be used as part of any company's name, logo, domain name, or brand name for a product or service. The user's name and logo must be significantly larger than the mark. The mark may not be the most prominent visual element on the materials.

The mark may not be used to indicate or imply any kind of endorsement by NTCRA of any product or service; to indicate that any official status for any product or service has been conferred by or is



otherwise associated with NTCRA; or, to show any kind of relationship with NTCRA aside from those permitted by the terms and conditions specified for each proprietary mark.

The mark may not be used on official documents provided to potential or actual clients that include any sales contracts or official disclosure documents provided to potential or actual clients of purchases of an organization's services or products.

The mark may not be used in connection with any disparaging statements about NTCRA or its products and services, or statements that otherwise reflect poorly on NTCRA.

Any unauthorized use of NTCRA proprietary marks may result in legal action.

DIRECT APPLICATION OF PROPRIETARY MARKS

The mark may not be altered in any way, including proportion, color (outside of logo specifications), element, type, etc. The mark may not be animated, morphed, or distorted in any other way. The mark, including its associated words, may not have additional text wrapped around it.

The height and width of the mark must be constrained to its original proportions.

The mark is intended to stand alone and should not be integrated into other logos.

The mark may not be used on any type of product packaging under any circumstances.

For printing purposes, the mark supplied by NTCRA only should be used in EPS or high-resolution JPEG file format. In instances where the mark is printed at a larger size, an EPS file must be used to ensure that the image retains resolution and clarity. Lower-resolution, web-optimized JPEG or GIF files should be used when placing the mark on websites. NTCRA reserves the right to approve or disapprove the use of any NTCRA proprietary mark on non-NTCRA printed materials or websites.

USE OF NTCRA MARK

The mark may be used in editorial and marketing materials to signify sponsorship or when placed spatially near/adjacent to text that describes what the North Texas Corporate Recycling Association is and what we do.

The mark may be placed on the member's website as a link to www.NTCRA.org and to identify the company as a NTCRA member. It may not be used to link to other pages on Web sites belonging to NTCRA, the member, or any other third party.

The North Texas Corporate Recycling Association, a 501(c)(3) organization, exists to promote recycling and the use of recycled goods to area businesses through leadership, advocacy and education. Visit www.NTCRA.org for more information.



Materials in or on which the mark appears must contain the following acknowledgement:
"NTCRA and the NTCRA logo are trademark of the North Texas Corporate Recycling Association and is used with permission."

The NTCRA mark, the Member mark, or the Sponsor mark may be used in connection with the member's business and marketing materials including, but not limited to: stationery, letterhead, business cards, print ads, brochures, flyers, tradeshow exhibit materials, and signage.

USE OF NTCRA MEMBER AND SPONSOR MARK

Use of the NTCRA Member and/or Sponsor mark are governed by the same conditions of use of other NTCRA proprietary marks and may be used only in the same manner.

NTCRA MEMBER LOGO

The NTCRA Member mark is available for use by members with active standing to promote their membership with NTCRA. Members may obtain the mark by contacting the NTCRA Membership Department: membership@NTCRA.org. The NTCRA Member mark should only be displayed on websites and promotional materials for the year of the active membership.

NTCRA SPONSOR LOGO

The NTCRA Sponsor mark is available for use by sponsors with active standing to promote their sponsorship of NTCRA. Sponsors may obtain the mark by contacting the NTCRA Membership Department: membership@NTCRA.org. The NTCRA Sponsor mark should only be displayed on websites and promotional materials for the year of the active sponsorship.