



Logo Use Agreement Between _____ and Texas Parks & Wildlife Department

1. **Requestor:**

- General
- Media
- Sponsor or Promotional Partner
- Student
- TPWD Volunteer
- State Parks Ambassador
- Texas State Parks Volunteer
- State Park Friends Group

2. **Term:** This Logo Use Agreement will begin upon signatures by both parties or on _____. This agreement will be in effect until _____ or until within thirty days of any decision made by Texas Parks and Wildlife Department to terminate this agreement, whichever comes first.

3. **License of TPWD mark(s):** Texas Parks and Wildlife Department referred to hereinafter as TPWD, hereby grants the following organization, company, student, volunteer, etc.:

referred to hereinafter as the requestor, a non-exclusive right, license, and privilege of utilization of the TPWD logo(s), hereinafter referred to as the mark(s), as shown on the attached exhibit(s).

4. **Usage:** The mark(s) may be used by the requestor only in connection with the following named event, program, initiative, student work, news story, etc. as listed below:

5. The mark(s) may not be used in any context or in any manner as to suggest TPWD's endorsement of the requestor or the requestor's affiliations.

6. The mark(s) can only be used for the following specific uses such as printed and digital materials, publication, website, social media, broadcast program, etc. as listed below:

7. It is understood that intended use of the mark(s) other than specified herein must be submitted to logorequest@tpwd.texas.gov and be approved prior to use. For media use, the mark(s) can only be used to provide recognition to TPWD for providing copy, images, or other content.

8. Use of the following selected mark(s) are limited to the uses specified herein. Use of mark(s) other than selected below is strictly prohibited unless prior request is submitted to logorequest@tpwd.texas.gov and is approved prior to use.

- TPWD Logo – Exhibit A
- TPWD Logo with “Life’s Better Outside®” tagline – Exhibit B
- TPWD Logo with “Proud Partner” designation – Exhibit C
- TPWD Logo with “Volunteer” designation – Exhibit D
(Volunteer manager approval required)
- Texas State Parks Logo – Exhibit E
(Additional approval required: State Parks Marketing Manager)
- Texas State Parks Logo with “Volunteer” designation – Exhibit F
(Additional approval required: State Park Volunteer Manager & State Parks Marketing Manager)
- Texas State Parks Logo “State Parks Ambassador” designation – Exhibit G
(Additional approval required: State Parks Ambassador manager & State Parks Marketing Manager)
- Texas State Parks Logo “Official Friends Group” designation – Exhibit H
(Additional approval required: State Park Friends Group manager & State Parks Marketing Manager)
- Other Logo: _____

9. The requestor recognizes and agrees that all goodwill associated or to be associated with the mark(s) belongs exclusively to TPWD in any form or embodiment thereof. The requestor hereby agrees that every use of the mark(s) shall inure to the benefit of TPWD and that shall not at any time acquire any rights in such mark(s) by virtue of any use it may make of such mark(s). The requestor shall not, at any time, do or suffer to be done any act or thing which may in any way adversely affect any rights of TPWD in and to the mark(s) or any registrations thereof.

10. The mark(s) must be used in strict accordance with the Logo Identity Standards as explained in the attached exhibit(s).

11. TPWD will provide high resolution digital files of the mark(s) upon execution of this agreement.

12. Any use by the requestor of the mark(s) shall be submitted by e-mail, mail or in person to TPWD by PDF, JPEG or physical sample for approval prior to use:

TPWD Communications Division
Attn: Logo Use Request
4200 Smith School Road
Austin, Texas 78744

logorequest@tpwd.texas.gov

Approval will not be unreasonably withheld under the terms of this agreement.

13. TPWD reserves the right to terminate this agreement upon written notification.

Requestor Signature

Required.

Signature: _____ Date: _____

Printed Name: _____ Title: _____

Organization: _____

Address: _____

City, State, Zip: _____ Phone: _____

Email: _____

TPWD Communications Director or Designee Signature of Approval

Required.

Signature: _____ Date: _____

Printed Name: _____ Title: _____

Phone: _____ Email: _____

Texas Parks & Wildlife Department
4200 Smith School Road
Austin, Texas 78744

Additional TPWD Signatures of Approval

If applicable. To be used for State Parks logo, State Parks Ambassador logo, and Volunteer logo approvals.

Signature: _____ Date: _____

Printed Name: _____ Title: _____

Signature: _____ Date: _____

Printed Name: _____ Title: _____

Signature: _____ Date: _____

Printed Name: _____ Title: _____

Requestor to return signed copies by email: logorequest@tpwd.texas.gov

[TPWD Privacy & Security Policy](#)

Exhibit A – TPWD Logo

TPWD Logo Identity Standards: The logo should not be distorted or altered. The color of the TPWD logo is PMS 341 (or CMYK equivalent) or black. In printing situations when PMS 341 cannot be matched properly or the document will be printed in black only, the logo must be presented in black. The TPWD logo must appear to the left if used with another logo and be of equal size, unless used with other organizations' logos (e.g., when TPWD is one of several organizations supported by a sponsor.)



Exhibit B – TPWD Logo with “Life’s Better Outside” Tagline

TPWD Logo Identity Standards: The logo should not be distorted or altered. The color of the TPWD logo is PMS 341 (or CMYK equivalent) or black. In printing situations when PMS 341 cannot be matched properly or the document will be printed in black only, the logo must be presented in black. If placed on a dark background, “Life’s Better Outside®” tagline should appear as white. The “Life’s Better Outside®” tagline is not permitted as a logo, in and of itself. It must be used with the logo as shown below. The TPWD logo must appear to the left of the tagline and be of equal size, unless used with other organizations’ logos (e.g., when TPWD is one of several organizations supported by a sponsor.)

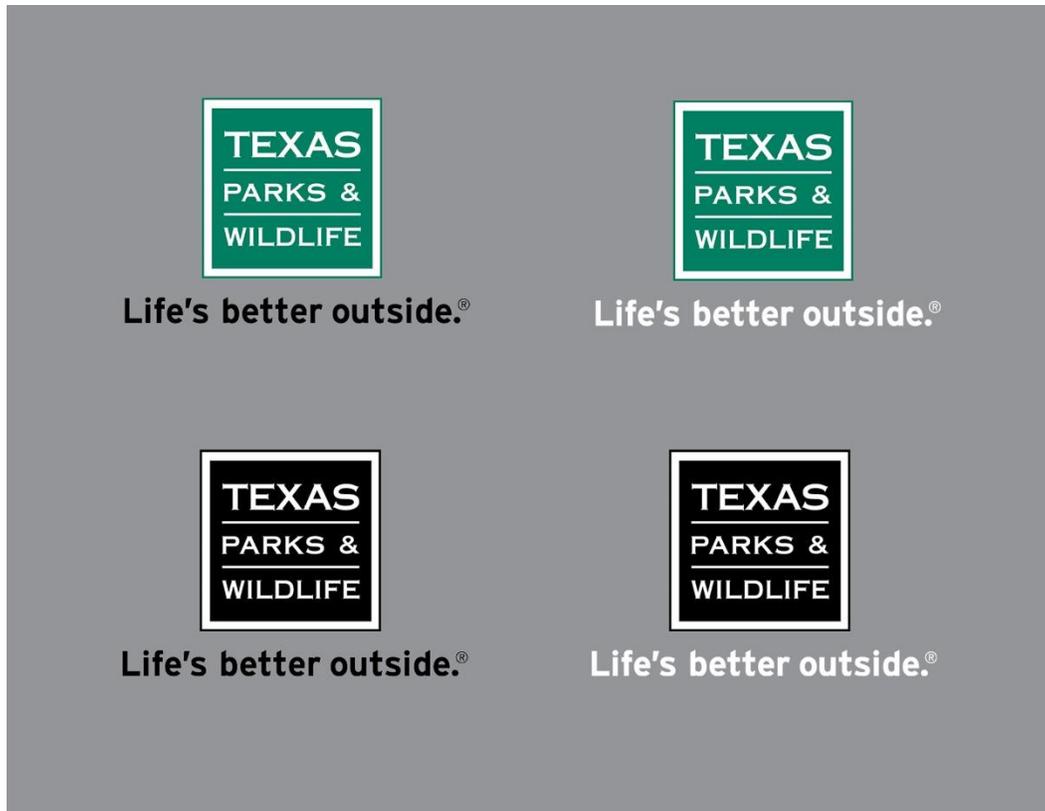


Exhibit C – TPWD Logo with “Proud Partner” Designation

TPWD Logo Identity Standards: The logo should not be distorted or altered. The color of the TPWD logo is PMS 341 (or CMYK equivalent) or black. In printing situations when PMS 341 cannot be matched properly or the document will be printed in black only, the logo must be presented in black. If placed on a dark background, “Proud Partner” designation should appear as white. The TPWD logo must appear to the left of another logo and be of equal size, unless used with other organizations’ logos (e.g., when TPWD is one of several organizations supported by a sponsor.)



Exhibit D – TPWD Logo with “Volunteer” Designation

TPWD Logo Identity Standards: The logo should not be distorted or altered. The color of the TPWD logo is PMS 341 (or CMYK equivalent) or black. In printing situations when PMS 341 cannot be matched properly or the document will be printed in black only, the logo must be presented in black. If placed on a dark background, “Volunteer” designation should appear as white. The TPWD logo must appear to the left if used with another logo and be of equal size, unless used with other organizations’ logos (e.g., when TPWD is one of several organizations supported by a sponsor.)



Exhibit E – Texas State Parks Logo

Texas State Parks Logo Identity Standards: The logo must not be altered, distorted, or manipulated in any way. The logo shall maintain proportional aspect ratio when adjusting size. No effects should be applied. If the logo will be reproduced in black and white, use the black logo. If placed on a dark background, use the version with white text.



Exhibit F – Texas State Parks Logo with “Volunteer” Designation

Texas State Parks Logo Identity Standards: The logo must not be altered, distorted, or manipulated in any way. The logo shall maintain proportional aspect ratio when adjusting size. No effects should be applied. If the logo(s) will be reproduced in black and white, use the black SP logo. If placed on a dark background, “Volunteer” designation should appear as white.



Exhibit G – Texas State Parks Logo with “State Parks Ambassador” Designation

Texas State Parks Logo Identity Standards: The logo must not be altered, distorted, or manipulated in any way. The logo shall maintain proportional aspect ratio when adjusting size. No effects should be applied. If the logo(s) will be reproduced in black and white, use the black SP logo. If placed on a dark background, “State Parks Ambassador” designation should appear as white.



Exhibit H – Texas State Parks Logo with “Friends Group” Designation

Texas State Parks Logo Identity Standards: The logo must not be altered, distorted, or manipulated in any way. The logo shall maintain proportional aspect ratio when adjusting size. No effects should be applied. If the logo(s) will be reproduced in black and white, use the black SP logo. If placed on a dark background, “Friends Group” designation should appear as white.

