



# TRADEMARK AND LOGO POLICY

## CADETS ARTS & ENTERTAINMENT, INC.

### **Brand Policy: Trademark and Logo Usage**

In order to protect the reputation of our brand, The Cadets has specific guidelines regarding the use of Brand Elements (trademarks). This policy establishes when The Cadets Brand Elements may be used, for what purposes, and restrictions that may apply to such use.

**Brand Elements should only be used when The Cadets explicitly gives written permission, and that usage is restricted to the guidelines outlined in this policy.**

### **BRAND ELEMENTS DEFINED**

A Brand Element is a word, name, symbol, or device (or any combination thereof) that identifies the goods or services of a person, company or organization and distinguishes them from the goods and services of others. For The Cadets, this includes but is not limited to, trademarks such as our name (The Cadets, Cadets<sup>2</sup>, Cadets Winter Guard, Cadets Winter Percussion), current logos and credentials and The Cadets intellectual property, and future logos, credentials and intellectual property.

### **POLICY DETAILS**

Fans, members, alumni, volunteers, staff, vendors, sponsors, and all constituents of The Cadets who have been granted permission may:

1. Create a link from their website to our website's homepage ([cadets.org](http://cadets.org)).
2. Use only The Cadets approved and distributed artwork.
3. Use The Cadets approved and distributed logos to hyperlink to our website or print in materials (i.e. marketing and informational brochures, business cards, etc.).
4. Any online or printed use of the logos for The Cadets must be pre-approved by The Cadets prior to going live (online) or being published (print).

Fans, members, alumni, volunteers, staff, vendors, sponsors and all constituents of The Cadets who have been granted permission, may not:

1. Use the logo for Cadets Arts & Entertainment, Inc. or its programs on their website, or in printed materials (i.e. marketing and informational brochures, business cards, letterhead, etc.).
2. Incorporate The Cadets Brand Elements into their own product names, service names, trademarks, logos, or company names, or use The Cadets Brand Elements for their own purposes or for purposes not authorized by The Cadets .
3. Use The Cadets Brand Elements in the title of their own products or services.
4. Use The Cadets Brand Elements in any manner that implies a relationship or affiliation with, sponsorship, or endorsement by The Cadets and its programs, or that can be reasonably interpreted to suggest content has been authorized by, or represents the views or opinions of The Cadets or The Cadets personnel.
5. Copy or imitate the look and feel of The Cadets publications, design properties, the website, products' trade dress, or Cadets Arts & Entertainment, Inc. brand packaging, distinctive color combinations, typography, graphic designs, product icons, or imagery associated with The Cadets products or Brand Elements.

6. Display The Cadets Brand Element in a manner that is in The Cadets 's sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable to The Cadets.
7. Adopt marks, logos, slogans, or designs that are confusingly similar to The Cadets Brand Elements.
8. Display The Cadets Brand Element on any website that contains or displays adult content, promotes gambling, involves the sale of tobacco or alcohol, or otherwise violates applicable law.
9. Display a The Cadets Brand Element on a website that violates any law or regulation.
10. Use The Cadets Brand Elements in a way that suggests a common, descriptive, or generic meaning.

### **MONITORING, EVALUATION AND REVISION**

The Cadets will monitor and evaluate this policy on an on-going basis will revise this policy as needed.