

# Scientific and Cultural Facilities District

## Policy Regarding Logo Use

### Introduction

The Scientific and Cultural Facilities District has a trademarked logo which was registered with the Secretary of State's office in 2001. This trademark consists of the polar bear "Popsicle" with paws hanging over a rectangle containing the words SCFD beneath which are the words "Scientific & Cultural Facilities District *Making It Possible*." The rectangle may be black with white letters or the reverse. A copy of the logo and words is included within this policy and is available on the SCFD website. Subsequent to 2001, the SCFD Board of Directors approved limited use of six variations of the polar atop the SCFD rectangle, each an image of the polar bear engaging in a cultural activity.

**The SCFD logo is a registered trademark. It is a valuable legal and intellectual asset, and its unauthorized use is prohibited.**

A unified graphic identity serves to strengthen the SCFD name, and image through a consistent branding, a distinctive mark used throughout all SCFD-supported events and activities. However, expanding public awareness of the manner in which public funds are expended for the benefit of the public is an important aspect of the SCFD model. While recognizing that public awareness of the SCFD may be increased through modifications of the traditional logo, the Board of Directors desires to maintain strict control over the logo and any variations. The following formal logo policy was adopted by the SCFD Board of Directors at its regular meeting on October 23, 2008 and supersedes all previous logo policies.

This document defines the SCFD' logo use policy, describes the logo in clear terms, and defines generally accepted and prohibited uses. It does not attempt to define every imaginable use of the logo, but provides a clear path to seek approval for logo use. Questions regarding this policy should be directed to the Executive Director of the Scientific and Cultural Facilities District.

### The Logo

The basic logo consists of two parts: the graphic element and the text elements.

The graphic element is:



Figure 1: SCFD logo.

The text elements are the statement: SCFD Scientific & Cultural Facilities District *Making It Possible.*

The proportion of text size to the graphic element and spacing should be determined by the relationship of elements based on the x-height.

Proper use of the logo will incorporate both the graphic and text elements. It is understood, however, that certain uses of the logo may preclude the inclusion of the text element. For example, use of the logo on a pin or badge may necessitate the use of the graphic element alone. Whenever possible, however, the graphic and text elements should be used together.

## **Color, Texture and Background**

The SCFD logo was designed in black and white, however, some applications may call for use of color.

## **Acceptable Use**

Recipients of SCFD funds must include the trademarked SCFD logo as acknowledgement of SCFD funding on all collateral materials such as season program announcements, playbills, annual reports, banners and other materials with the exception of capital campaign materials and activities or events that are not supported by SCFD funds. A recipient organization may, at its own expense, develop a modification of the trademarked logo which portrays the polar bear with attire that is representative of the organization's cultural activities. Modifications must maintain the integrity of the trademarked image. All such modifications must be submitted to the SCFD board for formal approval in accordance with this policy before use in any manner by the organization.

## Prohibited Use

It is the policy of the SCFD that its trademarked logo be used without modification and in an appropriate manner in accordance with this policy, unless the SCFD board has granted permission for a specific, modified form of the logo. When displaying the trademarked logo, organizations should ensure that the logo is not reduced below a size that renders the text illegible.

## Obtaining Permission to Use the Logo

- Applicants for permission to use a modified SCFD logo must submit a written request to the SCFD Board of Directors that includes the proposed final graphic design in a size no smaller than 4" x 6" on a plain white background.
- Requests for modifications that include colors other than black and white must be submitted in the proposed color(s).
- Following their receipt, logo modification requests will be reviewed at the next regularly scheduled board meeting whenever possible.
- Use of the logo shall only occur with prior written permission (e-mail or hard copy) from the SCFD. The SCFD Board may withhold approval at its sole discretion and reserves the right, in its sole discretion, to terminate or modify permission to display its logo at any time.
- The SCFD logo may not be used in any manner that expresses or implies the SCFD's endorsement, certification or approval of any product or service absent express written permission.
- The logo may be used only as provided by the SCFD. Users may not alter the logo as to proportions or elements; a user may not animate, morph or otherwise distort the logo perspective or appearance.
- The SCFD logo may be resized to accommodate a specific use, but the text ("Scientific & Cultural Facilities District *Making It Possible*" and "SCFD") must remain legible.
- Users may not alter the SCFD logo to incorporate any other object, including, but not limited to other logos, icons, words, graphics, photos, slogans, numbers, design features, symbols, audio files or video files without the express written permission of the SCFD Board of Directors.
- The SCFD logo graphic, when used in a Web or other Internet application, must be linked to <http://www.scfd.org> or packaged with a separate text link to the SCFD URL.

Requests for use of the SCFD logo may be submitted electronically to [scfd@scfd.org](mailto:scfd@scfd.org) or in hard copy to: SCFD, 899 Logan St., Suite 500, Denver, CO 80203.