

Ohio River Trail Council (ORTC) Logo Policy

The Ohio River Trail Council logo is a registered trademark of the Ohio River Trail Council (ORTC). The Ohio River Trail Council (ORTC) works to bring individuals, groups, councils, communities, businesses, recreational users and all levels of government together to promote and protect a continuous corridor of natural and cultural resources along the Ohio River and its tributaries. The ORTC's goal is to honor our past and build our future by providing recreation opportunities, heritage development, environmental stewardship, safe transportation networks and economic stimulus.

Any individual, organization or corporation must obtain the prior written consent of the Ohio River Trail Council in order to use the Ohio River Trail Council logo for any purpose, including but not limited to use on printed material, products or web sites. Please forward written requests, along with a detailed description of the intended purpose and use, to ORTC, 1100 Pennsylvania Av, Monaca PA 15061 or send by e-mail to admin@ohiorivertrail.org. Verbal requests will not be considered nor approved. ORTC will respond to written requests as soon as possible. After you have received the written consent of the Ohio River Trail Council to use the Ohio River Trail Council logo, you agree to the following terms and conditions:

1. You may not alter the Ohio River Trail Council logo in any manner when you use it.
2. You may not combine the logo with any other graphic element or use it as an element in any other graphic design.
3. Use of the Ohio River Trail Council logo must be truthful and not misleading. You may not use the Ohio River Trail Council logo to imply any relationship with, endorsement or sponsorship by the Ohio River Trail Council that is not true.
4. You may not use the Ohio River Trail Council logo in connection with any misleading or disparaging statements about the Ohio River Trail or the Ohio River Trail Council or its products, or statements that otherwise reflect poorly on the Ohio River Trail Council.
5. Your use of the logo acknowledges the Ohio River Trail Council's proprietary rights to this logo, and you agree not to adopt, use, register, or attempt to register anywhere in the world any logo or trademark confusingly or deceptively similar to the Ohio River Trail Council logo.
6. You will acquire no rights to the Ohio River Trail Council logo through or by way of the Council's permission for a specific use of the logo and shall take no action inconsistent with the Ohio River Trail Council's interest in the logo.
7. Permission for a specific use does not imply permission for any other or subsequent use. If you intend to use the logo for a use other than that for which you have obtained permission, you must obtain specific written permission from the Council for that new or subsequent use.
8. The Ohio River Trail Council reserves the right to take action to the fullest extent of the law against any individual, organization, or corporation for any misuse or unfair, misleading, diluting or infringing use of any Ohio River Trail Council logos or trademarks.
9. Unless required to use a more specific legend by any additional agreement you may have from the Ohio River Trail Council, you agree to use the following legend on the page where the Ohio River Trail Council logo appears or where there are other legal notices on your publication or product: "The Ohio River Trail Council logo is a registered trademark of the Ohio River Trail Council and is used by its permission."
10. Failure to follow the provisions of this Section II or use of the logo without prior express written permission of the ORTC may result in civil liability, including penalties, legal fees and costs.

The Ohio River Trail Council will assess a fee for any commercial use of the logo based on the commercial value of the product or publication being developed. The ORTC may assess a nominal fee for non-commercial uses and reserves the right to waive this fee. Waiver of a fee for any commercial or non-commercial use does not imply waiver of such fee for any subsequent use.

The Ohio River Trail Council reserves the right, at any time and without cause, to modify or suspend these policies and to withdraw any permission granted to any party under and pursuant to these policies to use of any Ohio River Trail Council logo.

