



#RecreateResponsibly Collateral Use-Guidelines

Responsible use of Logo, Marks, Graphics and General Messaging associated with the Recreate Responsibly Coalition & Campaign

Usage Guidance and Association:

This guidance provides appropriate use of any Recreate Responsibly logos, graphics, visual collateral, slogans, tenets and specific messaging associated with the Recreate Responsibly Coalition and Campaign. The aim of the coalition and campaign is to spread the message and ethos of responsible recreation and shared stewardship far and wide - and that goal is achieved more effectively through cohesive branding and messaging. We are not building a brand, but a movement and our brand resources working together are a part of making that movement accessible and far-reaching. We thank you in advance for your participation in #RecreateResponsibly.

Hashtag:

1. All are encouraged to use #RecreateResponsibly hashtag on relevant social media posts. This may include:
 - a. images or graphics that convey responsible outdoor adventures, time outside or responsible time in nature,
 - b. images or graphics that promote or inspire responsible outdoor practices
 - c. information for campaigns or events that promote or inspire time in nature and responsible recreation or shared stewardship
2. Please **do not** use #RecreateResponsibly hashtag:
 - a. to promote your products/services, unless profit from those products/services goes to support responsible recreation, or
 - b. in connection with an individual, group or organization that in anyway promotes or otherwise does not actively oppose hate, violence, racism, or discrimination.

Association:

3. Recreate Responsibly Coalition(RRC) Members:
 - a. General members of the RRC can list themselves as “members of the” Recreate Responsibly Coalition when articulating affiliation or association
 - b. Activated members can also list themselves as “members of the” Recreate Responsibly Coalition and may use logos, typeface and visual assets provided in the Activated Membership Area of www.recreateresponsibly.org
 - c. Supporting members may list themselves as “supporting member of the” Recreate Responsibly Coalition and may use logos, typeface and visual assets provided in the Supporting Membership Area of www.recreateresponsibly.org



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4. Chapters:
 - a. Recreate Responsibly Chapters should refer to their entity as “Recreate Responsibly [Chapter Title]. Chapters may use logos created in collaboration with the RRC, and may use logos, typeface and visual assets provided in the Supporting Membership Area of www.recreateresponsibly.org. Chapters may have an independent web-presence but should make every effort to utilize their corresponding Chapter subsite created on www.recreateresponsibly.org.
5. Strategic Partners:
 - a. Strategic Partners may list themselves as “in partnership with the” Recreate Responsibly Coalition only in respect to the terms and conditions outlined in their signed partnership agreement.
6. References to association or use of logos, graphics or visual assets:
 - a. No assets or references may used or displayed in any of the following ways:
 - i. in any manner that discredits the Recreate Responsibly Coalition or tarnishes its reputation or goodwill;
 - ii. in any manner that infringes, dilutes, changes the intent of, or misconstrues the mission of the Recreate Responsibly Coalition;
 - iii. in any manner that is false or misleading;
 - iv. in connection with any hate, violence, racism or discrimination or other materials that are defamatory, libelous, obscene, or otherwise objectionable;
 - v. in any manner that violates the trademark, copyright or any other intellectual property rights of others;
 - vi. in any manner that violates any law, regulations, or public policy;
 - vii. or as part of a product or service of an organization not connected with the Recreate Responsibly Coalition

Ownership and Intellectual Property Authority:

7. Responsible Sharing of Content:
 - a. Creative Commons Licensed: Recreate Responsibly© 2020 content, materials, logos etc., from and by the Recreate Responsibly Coalition –an Unincorporated Nonprofit Association, are licensed under CC BY-ND 4.0.
 - b. View the license: <http://creativecommons.org/licenses/by-nd/4.0/>
8. Ownership & IP Management:



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- a. All work product developed by the 'Recreate Responsibly Coalition & Campaign managing agency' alone or in conjunction with others in connection with the performance of services pursuant to the management of the Recreate Responsibly Coalition & Campaign shall belong to the Recreate Responsibly Coalition - an Unincorporated Nonprofit Association; coalition members or partners, or any individual entity shall retain no ownership, interest, or rights therein, however, coalition members and partners may use any design, copy and/or production work to be displayed as completed work with 'Recreate Responsibly' cited therein.
- b. Any design, copy, marks or visual collateral developed in support of the Recreate Responsibly Coalition will be managed under the authority of the managing agency throughout the duration of the managing agency's term, as determined by the Recreate Responsibly Coalition Steering Committee.

Verbiage and presentation of tenet(s) language:

9. Chapters have the authority to create regionally or topically branded material provided that they do not alter the intent or primary verbiage of the tenets.
10. Recreate Responsibly Tenet headers, and subheaders should not be altered, however any complementary messaging or language provided by the RRC can be modified at the discretion of the member or partner.

Use of provided graphics and messaging:

11. Recreate Responsibly graphics offered through membership toolkits, partnerships, or Chapter association, or shared via media platforms should not be altered, other than those "modifiable graphics" provided within membership areas and alterations of those graphics should not deter from instructions or brand-kits provided with "modifiable graphics".
12. Logos and typefaces should not be altered, and any re-creation of a Recreate Responsibly or #RecreateResponsibly logo is prohibited unless done collaboratively with the knowledge and expressed written consent of the RRC Campaign & Coalition Manager..