

Pacific Northwest Swimming Rules and Procedures	PNS Logo Use Policy
Index AD-01-01	Effective Date: 2/26/01

1. Statement
  - a. The Pacific Northwest Swimming (PNS) logo; its design, colors and content is the property of PNS. The logo is an identity mark for PNS and its use is intended for identification and promotion of PNS within the context of competitive swimming and associated events under the rules and regulations as defined by USA Swimming.
  
2. General Guidelines
  - a. The PNS logo will not be approved to appear in conjunction with any other brand that is contrary to the philosophies, rules and regulations PNS and its marketing partners. This includes partnerships with alcohol, drugs, tobacco, gambling, or other similar examples.
  - b. Reports relating to quality control or violations of these guidelines shall be investigated immediately by PNS. Removal of the PNS logo that is not in compliance with this policy will be pursued
  
3. Non Commercial Use
  - a. Use of the PNS logo on PNS member club web sites, club letterhead, team apparel and bags and banners is permissible with approval from PNS.
  - b. Direct sale of PNS logo merchandise shall be the exclusive right of PNS.
  - c. Sale by clubs of approved logo merchandise to club members shall, not be for profit, but shall only be to recover the cost of production and distribution to club members.
  - d. Web sites displaying the PNS logo may not contain any questionable advertising or unsuitable links.
  - e. Apparel, bags and banners issued or distributed by member clubs displaying the PNS logo may not display inappropriate words, figures, pictures or associations as described in the general guidelines above.
  - f. Links must not display the PNS Swimming website in a small frame, as this implies that [www.pns.org](http://www.pns.org) is a part of the website it linked from
  
4. Commercial Use
  - a. Business sponsors and marketing partners of PNS must have approval to use the PNS logo in their advertising.
  - b. Use of the PNS logo by persons, agencies, affiliated organizations or member clubs that is in conflict with established sponsorships or marketing partnerships with PNS shall be prohibited.



PNS Logo