



Logo Use and Guidelines

GENERAL GUIDELINES

- I. The SCSTMA logo is an important part of our brand. It represents our identity and is a valuable piece of intellectual property.
- II. Allowing other companies/sponsors to use our logo can give the impression that we favor or endorse them. In some situations, it can even mean we have legal liability.
- III. We are very careful with use of the SCSTMA logo.
- IV. The SCSTMA encourages the promotion of the chapter but done so in a way that doesn't infringe upon other sponsors or to the detriment of relationships with sponsors or the SCSTMA chapter.
- v. The SCSTMA logo is the most visible and recognizable expression of the SCSTMA brand.
- vi. We understand and appreciate that outside parties may want to show affiliation with the SCSTMA. However, use of the logo to imply affiliation with or endorsement by SCSTMA without express written permission from the SCSTMA is strictly prohibited.
- vii. Only the original approved SCSTMA logo shall be used. The most current logo managed by chapter officers will be available.

PREFERRED USE EXAMPLES

- I. SCSTMA logo on company shirts and hats.
- II. SCSTMA logo on promotional materials specific for chapter events.
- III. When using the SCSTMA logo on sponsorship, business, or publicity for companies the preferred language should be;
“Proud Sponsor/Member of SCSTMA Logo or Sponsor/Member of SCSTMA Logo.
- IV. Do not use the SCSTMA logo and associate phone numbers, e-mail, or web-links other than those associated with the SCSTMA.

APPAREL GENERAL GUIDELINES

- I. Standard presentation shall be the left chest. The right chest is acceptable if a conflict occurs with the manufacturers logo.
- II. Alternate presentation shall be the left sleeve when a manufacturer or commemorative/anniversary logo represents a conflict with the standard presentation.
- III. The application of the primary icon on apparel is required. Additional marks on secondary apparel (hats, shirts, etc.) and equipment (golf bags, garment bags, back packs, etc.) are encouraged.
- IV. The addition of the www.scstma.org logo shall only be used as secondary to the primary logo.

MINIMUM SIZE REQUIREMENTS

- I. The minimum size requirement for the SCSTMA primary logo is shown below.
- II. It should not be reduced smaller than 1.75" in width.
- III. All reproduction of the primary icon must remain legible regardless of size, usage or production.

Primary Icon



← 1.75" →

Secondary Icon

www.scstma.org

IDENTITY MISUSAGE
WHAT NOT TO DO



The SCSTMA primary mark should NEVER appear angled.



The SCSTMA primary mark should NEVER be stretched or squished.



Elements should NEVER invade the SCSTMA primary mark's clear space



The colors of the SCSTMA primary mark should NEVER be altered.



The SCSTMA primary mark should NEVER be skewed.



The SCSTMA primary mark should NEVER incorporate the use of gradients.

CLEAR SPACE

Adherence to the clear space standards provides for a consistent look to the SCSTMA identity. It protects the proprietary nature of it and is used to defend against unauthorized usage of the primary icon.

On this page are specification to determine the minimum distance between the SCSTMA primary icon and other visual elements.



When determining the appropriate amount of clear space, the outside perimeter from palmetto tree to Turf edge should be used to create an imaginary square.

The imaginary square should serve as a buffer on all sides to the identity upon which no visual element intrudes.

No copy, print, photo, or graphics shall intrude the SCSTMA primary icon clear space.

COLOR and FONT

The SCSTMA primary icon shall incorporate only the following colors and font types;

Green is Pantone Green 349C

Black is Pantone Black 6C

SportsTurf in Block Letters

Managers Association in Block Letters

South Carolina is Script Letters

Palmetto Tree does not have a crescent moon

The SportsTurf Managers Association portion of the SCSTMA primary logo shall conform to STMA standards



REQUEST PERMISSION

- I. To request use of the logo, the SCSTMA Chapter Officers require that all use of the logo be submitted to the current chapter officers.
- II. Be as specific as possible with your request. Proofs and examples are required so the officers can determine your exact intentions. You will be asked a few questions to help us determine your relationship with the SCSTMA, what you are looking for, and how you intend to use the logo and material.
- III. Your request will be evaluated by the chapter President and reviewed for approval.

REPORT USAGE VIOLATIONS

Be sure to report suspected misuse of SCSTMA intellectual property, such as logos and trademark material in violation set forth in this document.

First offense of unapproved use shall result in a verbal and/or a written warning from the current SCSTMA President.

Second offense of unapproved use shall result in suspension or loss of membership/sponsorship privileges.

SCSTMA INFORMATION

The SCSTMA appreciates your cooperation with this important mission.

If you have any questions regarding the use of the SCSTMA logo you can contact us at:

Bruce Suddeth 864-503-5514 or bsuddeth@uscupstate.edu or

SCSTMA

PO Box 161023

Boiling Springs, SC 29316