

Approved Pre-Charter Troop Use

BRANDING IS PERMITTED FOR USE ON THE FOLLOWING ITEMS CONSISTENT WITH THE POLICIES AND BRAND STANDARDS OF TRAIL LIFE USA:

(Promotional items for local troops in formation)

- Posters
- Fliers
- Postcards
- Paper Signage
- Website Content
- Banners
- Original Videos
- Handouts with Material Provided by Trail Life USA
- Direct Local Press to TrailLifeUSA.com for Media Approved Logo

Trail Life USA National Home Office Production Only

THE FOLLOWING ITEMS MUST BE OBTAINED FROM AND APPROVED FOR USE BY TRAIL LIFE USA HOME OFFICE:

(Items that may be perceived by others as representing the national organization)

- Letterhead & Stationery
- Business Cards
- Email Footers
- Mailing labels
- Trail Life USA Home Office Website Headers
- Social Media Profile Pictures
- Shirts/Apparel/Merchandise (including Troop flags and equipment trailer decals)
- Pamphlets
- Press Releases
- Forms or Applications
- Patches

Approved Chartered Troop & Registered Member Use

BRANDING IS PERMITTED FOR USE ON THE FOLLOWING ITEMS CONSISTENT WITH THE POLICIES AND BRAND STANDARDS OF TRAIL LIFE USA:

(Program items for local troops and members)

- Posters
- Fliers
- Postcards
- Paper Signage
- Website Content
- Social Media Headers *(must be different from the official Trail Life USA pages header)*
- Banners
- Original Videos
- Handouts with Material Provided by Trail Life USA
- Direct Local Press to TrailLifeUSA.com for Media Approved Logo

Trail Life USA Point Man Use

BRANDING IS PERMITTED FOR USE ON THE FOLLOWING ITEMS CONSISTENT WITH THE POLICIES AND BRAND STANDARDS OF TRAIL LIFE USA:

(Items that may be perceived by others as representing Trail Life)

- Point Man Letterhead & Stationery
- Point Man Business Cards
- Email Footers
- Website Headers
- Social Media Profile Pictures
- Presentations
- One-time use of specific designs (with prior approval of TLUSA home office) for promotional items

The purpose of these designations is to provide distinction between local groups or persons and official national organization personnel.

For questions or clarification on this policy, please contact Branding@TrailLifeUSA.com