



Rebuilding Identity and Rewarding Lives

Stroke Onward Logo Use Policy

This policy provides our requirements regarding use of the Stroke Onward logos available for download from our website. As the need to address future branding concerns arises, we may cancel, modify, or change the terms of this policy from time to time without notice. You are responsible for complying with any modified terms, so please review this policy and become familiar with any modifications we publish.

Your use of any Stroke Onward logo implies acceptance of, and agreement with, the terms of this policy.

Any use of the logos that does not comply with this policy is not authorized. In addition, Stroke Onward reserves the right to revoke its approval of the use of its logos at any time.

Permission is granted to use Stroke Onward logos only on the following conditions:

- o Logos may only be used in marketing or other publicity materials for the benefit of Stroke Onward.
- o Logos may not be used in any confusing way.
- No logo may be used in any way that suggests that Stroke Onward is affiliated with, sponsors, approves or endorses an individual, an organization, websites, products, or services, unless such a relationship exists.
- No logo may be used in any way that mischaracterizes any relationship between an individual, business, or organization and Stroke Onward.

All Stroke Onward logos are distinctive, designed pieces of graphic artwork. The following usage guidelines must be followed:

- Do not modify or alter Stroke Onward logos:
 - o Do not change scale, skew, or rotate any logo
 - o Do not change the design of any logo
 - o Do not change or vary the colors of any logo
 - o Avoid screening logos to less than 100%
 - o Do not shrink any logo to less than 1" in height
- Do not combine a logo with any other design, trademark, graphic, text or other element, including your name, any trademarks, or any generic terms.
- Logos may only be placed on solid backgrounds (preferably bright white), and not over an image or pattern, and no artistic effects (such as drop shadows) may be applied.
- No logo may be used or displayed in any of the following ways:
 - o in any manner that, in the sole discretion of Stroke Onward, discredits Stroke Onward or tarnishes its reputation and goodwill;



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- in any manner that infringes, dilutes, depreciates the value, or impairs the rights of Stroke Onward in the logos;
 - in any manner that is false or misleading;
 - in connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable;
 - in any manner that violates the trademark, copyright, or any other intellectual property rights of others;
 - in any manner that violates any law, regulations, or other public policy; or
 - as part of a name of a product or service of a business or organization other than Stroke Onward.
- You acknowledge that Stroke Onward is the sole and exclusive owner of the logos, including all applicable intellectual property rights, and any goodwill generated from using any Stroke Onward logos inures to the benefit of Stroke Onward. You may not assert rights to any logo whether by trademark registration, domain name registration, or anything else.
 - You must, upon request from Stroke Onward, provide samples of any materials that include the logos for purposes of determining compliance with this policy.
 - You must make any changes to use of the logos that are requested by Stroke Onward for policy compliance. Failure to comply with any of the terms, restrictions, conditions, or limitations in this policy will result in automatic termination of your limited right to use the logos, unless Stroke Onward requests changes and you promptly comply with such requests, or unless otherwise provided in a written agreement between you and Stroke Onward. This remedy is in addition to any other legal remedies to which Stroke Onward may be entitled in relation to your use of the logos.
 - You must immediately stop using the applicable logo if Stroke Onward notifies you that the logo has become outdated for any reason including, but not limited to, loss of a trademark or any allegation that a logo is in violation of the rights of any third party.

If you would like to make any use of our logos that is not covered by this policy, or for further information or clarification about use of the logos, please contact Flannery O'Neil at flannery@strokeonward.org.

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