



THE LIVESTOCK CONSERVANCY™

Guidelines for Member Logo Use

The member logo may be used without expressed permission so long as the member is in good standing, paid their membership dues, and read the guidelines for member logo use. The privilege to use the member logo is immediately terminated upon the lapse or termination of Livestock Conservancy membership. While The Livestock Conservancy cannot police every use of the member logo, any violation of use, either suspected or reported, will be investigated.

The logo may be used in connection with the member's or organization's business, and marketing materials including, but not limited to: stationery, letterhead, business cards, print ads, brochures, flyers, and signage. The Livestock Conservancy will make member products such as t-shirts, hats, bumper stickers, and more available through its online store.

The logo may be placed on the member's website as a link to The Livestock Conservancy homepage (www.livestockconservancy.org) and to identify the member as a Conservancy member. It may not be used to link to third party websites or any other sites other than The Livestock Conservancy's website.

The Livestock Conservancy member logo may not be used to indicate any kind of endorsement by The Livestock Conservancy, or to indicate that any official status for any product or service has been conferred by or is otherwise associated with the Conservancy, other than those permitted above. The logo may not be used in association with any form of political activism.

If any inquiry is made about the validity of a membership in relation to use of the Member Logo, The Livestock Conservancy will report your status as "member" or "non-member" to the inquirer. This is to ensure the honest use of the logo.

The Livestock Conservancy member logo may not be used in connection with any negative or contradictory statements about The Livestock Conservancy or statements that otherwise reflect poorly or go against the mission of the organization

Members or nonmembers violating the use terms for the member logo will be issued a written notice to terminate the use of the logo and should immediately cease any and all further use of The Livestock Conservancy member logo unless otherwise specified.