BearWise® Name & Logo Usage Guide

The name BearWise® and the BearWise logo are registered trademarks, and must be used in accordance with these guidelines.

- **BearWise is one word**, with a capital B and W.

- **The BearWise brand name should not be altered.** BearWise is not an organization or group. Misuse makes BearWise seem like just a clever play on words rather than a national program.

  - **No quotation marks** ("BearWise")
  - Never in possessive form (BearWise's)
  - Do not use lowercase (bearwise or Bearwise)
  - Not hyphenated (Bear-Wise)

- **The registered trademark symbol ® is required** with the first or primary use of BearWise in any printed or digital materials or messaging (press releases, newsletters, blogs, etc).

- **When listing our website**, please capitalize the B and W: **BearWise.org**

Acceptable Usage	Unacceptable Uses
We encourage you to recommend BearWise as a resource in your print materials, social media, and on your website. BearWise outreach materials may be reproduced **as is** and articles/content (not images) may be quoted for editorial use and cited as source material ("according to BearWise"). **To request written permission for any other use, please contact us:** marketing@bearwise.org *Download our Communication Guide at*: *bearwise.org/about/press-room/*	The BearWise logo/name cannot be used: - On unapproved educational or promotional materials (print or digital). - With content that has been modified. - On unauthorized commercial products, services, advertisements, or promotions of any type. - On unauthorized sponsorship or endorsement of a community, group, organization, or activities of any type.

Logo Usage notes:

- Use sufficient clear space around the logo.
- Logo cannot be altered, distorted, tilted, or changed in any way.
- Use logo over light color, solid backgrounds for best visibility.

To request a logo file, please email *support@bearwise.org*