

## **RULES FOR USE OF AFF's AMERICAN TREE FARM SYSTEM® OWNED LOGO REGISTERED MARKS**

The American Forest Foundation, Inc. (AFF) is the owner of the following three service and collective marks (hereafter referred to as the “marks/registered marks”).



American Tree Farm System®

Wood Water Wildlife Recreation Certified Tree Farm®



Wood Water Wildlife Recreation Certified Family Forest™

### American Tree Farm System Marks

AFF owns all right, title and interest in the foregoing marks and exercises legitimate control over the use of the marks.

The purpose of these marks is to indicate membership in the American Tree Farm System (ATFS) collective group that is dedicated to the promotion of forest management. Any other use of these marks by individuals, organizations, or businesses is strictly prohibited.

1. AFF authorizes its ATFS state committees, qualified trained ATFS inspectors, certified ATFS Tree Farmers, ANAB accredited Certification Bodies, and certified Independently Managed Group (IMG) Organizations, and designated others to use the above listed marks provided the following conditions and limitations are strictly adhered to:
  - A. “American Tree Farm System®” the diamond shaped logo, and “Wood Water Wildlife Recreation Certified Tree Farm” are registered marks and must be accompanied by an ® to indicate that AFF owns the marks. “Certified Family Forest™, is also owned by AFF but is accompanied by an ™.
2. The registered marks may be used by ATFS state committees, qualified trained ATFS inspectors, certified ATFS Tree Farmers, ANAB accredited Certification Bodies, certified IMG organizations, and designated others:

- A. In marketing/advertising materials that focus on a summary of ATFS accomplishments or values, community activities, or any combination of the above. Such marketing and/or advertising may not endorse or promote product attributes or make value propositions. If the marks appear on any marketing/advertising materials, the following text must also appear (8 point type is acceptable).

**No endorsement of this product or service by the American Forest Foundation or the American Tree Farm System® is implied or intended.**

- B. In communications which explain and/or promote the American Tree Farm System, its services and/or participation in ATFS to various external and internal audiences.
- C. On business letterhead and business cards.
- D. In annual reports.
- E. On websites. However, individuals of ATFS state committees may not use the marks unless they meet the requirements of ATFS.

See Appendix for examples.

4. When making written reference to membership in ATFS, ATFSs dedication to the promotion of forest management, or when otherwise using the registered marks, the following statement **must** be included (8 point type is acceptable):

**The American Tree Farm System® is a program of the American Forest Foundation.**

5. AFF grants permission to ATFS state committees, qualified trained ATFS inspectors, certified ATFS Tree Farmers, ANAB accredited Certification Bodies, certified IMG Organizations, and designated others to link to the ATFS website, [www.treefarmssystem.org](http://www.treefarmssystem.org) and the AFF website [www.forestfoundation.org](http://www.forestfoundation.org).
6. The registered marks may **not** appear or be used directly on any:
- Commercial product.
  - Commercial product packaging.
  - Commercial advertising or marketing materials.
7. The registered marks may be used on promotional items (e.g., clothing, hats, desk/office accessories, and mugs) provided that written permission is obtained from the American Forest Foundation prior to design and production. Layout, design, and artwork must be submitted to AFF's Communications Department to obtain written permission.

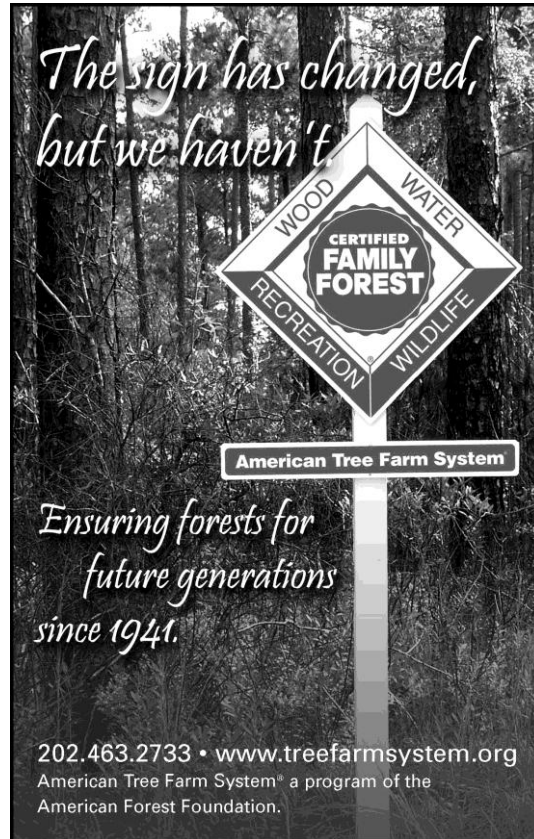
8. Use of the marks must comply with following requirements:
  - A. In presentations of the registered marks the color can be either black or green PMS 349. A reverse out of the diamond shaped logo mark is **not** allowed.
  - B. The ATFS marks may **not** be recreated or altered in any way. The marks are available in high resolution for production purposes. The marks are available electronically and on hardcopy stat sheet.
  - C. The marks may not be combined with any other logo or image in such a way as to create a third logo or mark.
  - D. The mark should have adequate clear space around it to ensure its clarity.
9. AFF reserves the right to request samples of all uses of the registered marks. AFF has the right to disapprove the use of the marks. Each ATFS state committee, qualified trained ATFS inspector, certified ATFS Tree Farmer, ANAB accredited Certification Body, certified IMG Organization, or designated others may be asked to identify a “registered mark contact” to whom AFF may direct inquiries and requests for sample use.
10. If AFF determines that an ATFS state committee, qualified trained ATFS inspector, certified ATFS Tree Farmer, ANAB accredited Certification Body, certified IMG Organization, or designated others shall immediately report such improper use to the ATFS state committee, qualified trained ATFS inspector, certified ATFS Tree Farmer, ANAB accredited Certification Body, or certified IMG Organization thirty (30) days in which to make a correction. Failure to make the correction will result in revocation of the right to use the marks.
11. In the event of misuse of the ATFS registered marks, an ATFS state committee, qualified trained ATFS inspector, certified ATFS Tree Farmer, ANAB accredited Certification Body, certified IMG Organization, or designated others shall immediately report such improper use to the AFF Communications Department.
12. The American Forest Foundation strictly prohibits the use of its marks for any purpose by individuals, organizations or businesses other than ATFS state committees, qualified trained ATFS inspectors, certified ATFS Tree Farmers, ANAB accredited certification body, certified IMG organizations, and designated others.

For more information on usage of these marks please contact:

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Phone: 202.765.6440  
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Appendix

Advertising Example



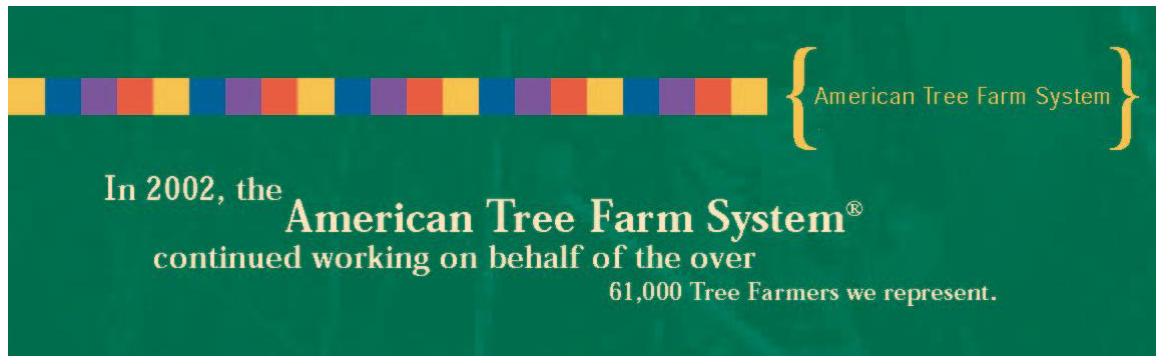
Website Example



*Welcome to the  
Maine Tree Farm Committee*

*Tree Farming  
A Maine Tradition Since 1952*

## Annual Report Example



## Communication Example

The American Tree Farm System® (ATFS), a program of the American Forest Foundation, is committed to sustaining forests, watershed and healthy habitats through the power of private stewardship.

## Business Card Example

