

WSMA BRANDING & LOGO POLICY

A. Rationale / Purpose

A policy is necessary to provide guidelines for the use and reproduction of WSMA's name and logo. Trademark law requires WSMA to oversee diligently all uses of WSMA marks.

B. Definitions

Branding refers to the name of Wisconsin School Music Association (WSMA) and/or the experiences constituents have toward WSMA programs and services.

Logo is defined by a graphical mark used to identify a company, organization, program or service.

C. Policy

It is the policy of WSMA to retain editorial and image control over the use of its name and logo, as well as quality control over the goods and services represented by WSMA trademarks.

D. Procedures

1. WSMA's name and logo are the exclusive trademarks of WSMA and can only be displayed or used for official WSMA business. The name and logo may not be displayed or used in any manner by any other individual, organization or entity without the written consent of WSMA, with the following exceptions:
 - a. WSMA sanctioned festival managers may use WSMA's name and logo on printed programs intended for distribution free of charge to students and the general public attending the festival
 - b. WSMA sanctioned festival managers may use WSMA's name and logo on printed materials intended for display or distribution free of charge to promote the festival at the school and to the general public
2. The executive director will ensure that this policy is being followed and has authority under this policy to license use of the name and logo.
3. The director of communications shall develop a style guide that includes instructions for proper use of WSMA's name and logo and will review and appropriately modify the style guide on an annual basis.
 - a. The guide will be distributed annually to WSMA constituencies and staff.
 - b. As is appropriate to a sponsorship, the guide will be made available.

- c. As appropriate, WSMA will pursue federal trademark and/or copyright registration for its name, logo and other source identifiers.
- 4. Use of WSMA’s name and logo will not be permitted in connection with products or services not specifically authorized by WSMA.
- 5. Licensing WSMA’s name and logo for corporations that wish to publicly connect their products or services to the advancement of music education will be considered when the benefits to WSMA and to music education are in balance and strongly positive.
- 6. WSMA member schools are encouraged to recognize their membership in WSMA by using the WSMA name and logo on printed programs for school music concerts and performances by completing an application and agreeing to such licensing terms as WSMA may from time to time prescribe.
- 7. WSMA member schools are encouraged to recognize their membership in WSMA by using the WSMA name and logo on their school district managed website, to include use of a link to WSMA’s webpage, by completing application authorization and agreeing to such licensing terms as WSMA may from time to time prescribe.
- 8. The licensing of WSMA’s name and logo in conjunction with fundraising sales events and/or promotions may be considered provided an application for licensing is submitted and the overseer of the event or promotion agrees to proceed in accordance with such licensing terms as WSMA may prescribe, as well as the Schedule of Fees identified in point below.
 - a. A sales event and/or promotion is defined as a one time, single sales event or promotion. For example, a school that wishes to print and sell t-shirts that include WSMA’s name and logo to commemorate a WSMA sanctioned district festival would be considered a single sales event or promotion. However, a business that wanted to print and sell t-shirts that include WSMA’s name and logo and market such at multiple district festivals would not be considered a single sales event or promotion.
 - b. The Schedule of Fees for use of WSMA’s name and/or logo in conjunction with non-WSMA sanctioned fundraising sales events and/or promotions:

Units Being Produced for Sales Event	WSMA Name & Logo Usage Fee
1-25 Units Produced per Sales Event	\$25.00
26-50 Units Produced per Sales Event	\$45.00
51-100 Units Produced per Sales Event	\$90.00
100 or More Units Produced per Sales Event	\$125.00

- c. Licensing and fees for multiple sales events or promotions will be considered for approval and negotiated on a case-by-case basis.

- d. The executive director may waive the Name & Logo Usage Fee if deemed appropriate for any unique needs that may exist with a particular sales event and/or promotion being considered for licensing.

E. Communication Plan

1. Primary target audience: Member School Contacts:

WSMA will proactively inform and promote opportunities for official WSMA name and logo use in traditional WSMA channels of communication, including but not limited to *Updater* newsletter, MyCenter (website) and *Wisconsin School Musician*. The messages will be positive, but include language stating that unlicensed use is not permitted, with links to more detailed information, including policy excerpts and style guide, on the WSMA web site. Additionally, special email campaigns promoting use of the WSMA name and logo may be created on a per program/event basis where there is a mutually positive benefit to WSMA and member schools.

2. Secondary target audiences: Non-Member Contacts:

Information pertaining to logo and name use with excerpts of the approved policy will be included on the WSMA website in the “Resources” section. The tone of the message will be positive, clearly stating that unlicensed use is not permitted.