

If raising funds rules policies and procedures they should consider when planning a fundraiser. There are also very specific rules for using the W.D.F.V. name and logo. A complete list of these rules and other guidelines they should follow if participating in your organization's Fundraiser form must be filled out. Fundraising chair should always check in with Policy and Procedure Committee for specific county policies, procedures and required forms.

The W.D.F.V. Name & Emblem is intended to represent that not only do our dogs have federal protection as a service dog, but as a working dog, they are protected under UN laws and many of the veterans and the dogs with our program are stationed overseas, and this gives them just as many if not more rights than just a service dog. We strive to make our service dog/working dog organization and Emblem one of the best-known and most valued images emblematic of a century of achievement. The W.D.F.V. Name & Emblem is very important to us as an organization because it represents who we are.

The W.D.F.V. Emblem should appear in specific colors and in its entirety. The W.D.F.V. Name & Emblem belongs to the Working Dogs For Vets Development Program, under the authority of USDA and anyone wishing to use it must obtain permission to use it ahead of time.

How Do I Get Permission to Use the W.D.F.V. Name and Emblem?

It depends on who you are and for what reason you wish to use the W.D.F.V. Name & Emblem: Head of W.D.F.V. or Program member or volunteer leader? Commercial vendor? Event, activity or program affiliated with W.D.F.V.? Private, non-profit organization? If you are a W.D.F.V. member or volunteer, you are permitted to use the W.D.F.V. Name & Emblem once your program is chartered with the official W.D.F.V. Charter from National W.D.F.V. Headquarters located in Lawrenceburg TN, (Education and Extension Service) within the United States Department of Agriculture (USDA). If you are a commercial vendor, private organization or any other entity, you need to contact either the local Extension Service Branch office of W.D.F.V. or the State W.D.F.V. Office to determine what steps you need to take for your use of the W.D.F.V. Name & Emblem. Anyone wishing to use the W.D.F.V. Name & Emblem in a way that does not specify a local or state program, should seek authorization to use the W.D.F.V. Name & Emblem from National Headquarters in Lawrenceburg TN. In all private and commercial use of the W.D.F.V. Emblem, emblem must legibly appear. In use internal to the W.D.F.V. System (all W.D.F.V. Development programs and chapters duly given authorization to use the W.D.F.V. Name & Emblem) use of the statement is at the discretion of the State W.D.F.V. Program Leader, or for those uses that are multi-state, regional, or national in scope, at the discretion of National W.D.F.V. Headquarters in Lawrenceburg TN.

Did You Know? The W.D.F.V. Name & Emblem is a highly valued mark within our country's history in the making. As such, it was granted a very unique and special status; it is in a category similar to the Presidential Seal and the Olympic Emblem. This federal protection also makes it a mark into and of itself with protection that supersedes the limited authorities of both a trademark and a copyright. As a result, responsibility and stewardship for the Working Dogs For Vets Organization. Name & Emblem were not given

to the U.S. Patent Office but were given to a higher level of the federal governmental officials. The board has a responsibility for the W.D.F.V. Name and Emblem.

## USING THE W.D.F.V. NAME GRAPHIC' BASICS



APPROPRIATE USE

INAPPROPRIATE USE

### Use the Whole Emblem

The W.D.F.V. Emblem should always appear in its entirety- meaning it should always appear as a whole and complete image—the image recognized by millions of people. This means: If you are using a W.D.F.V. image that **NOTHING** can be removed or have another image superimposed over the top of it. Other images should be moved and appear completely separate from the W.D.F.V. Emblem. This also means you shouldn't "cut off" any part of the logo by running it off the edge of the paper in print media or other designs.

Don't place text or other images over or on top of the W.D.F.V. Emblem. The W.D.F.V. Emblem should not appear screened under words or graphics. No photo, drawing, symbol, word or other figure or object may be placed on or obscure the W.D.F.V. Emblem. This includes on web pages, where it should not appear as a "watermark" behind other information.

### Distortion and Proportion

The appearance, shape, and proportion of the W.D.F.V. Emblem should never be distorted to fit in an imprint space. Do not make the W.D.F.V. Emblem longer, taller, wider, angled or squarer. Do not alter the shape in any way. The overall size of the W.D.F.V. Emblem may be changed, but the proportions must remain intact. All standard word processing software applications allow you to scale an image while maintaining its original proportions. Before rescaling the W.D.F.V. Emblem, please consult your software manual for proper

instructions. Do not make the W.D.F.V. Emblem so small that the lettering is no longer clearly legible.

Using the W.D.F.V. Name The official W.D.F.V. Name

- It is well documented in English usage, as well as in the most familiar style manuals, that you should never begin a sentence with a numeral. To comply with this rule, you would need to begin a sentence using W.D.F.V." This language rule, however, is contrary to the regulations set down for use of the W.D.F.V. Name & Emblem; if such a situation arises in writings, it is far better to reword the sentence slightly to avoid the language rule. An exception to this would be in writing news headlines where the W.D.F.V. name would be better served by using the familiar combination to provide instant recognition.
- Avoid separation of any of the elements of W.D.F.V. Name at the end of sentences. This can sometimes be difficult because some software programs override user commands. Often, these overrides do not become visible until after printing or posting to a web page: careful scrutiny of text after trial printing or posting is advised. If such overrides occur, try rewording your sentence to keep the entire name on the same line or add a small word or space between words to force the separated portions together on the next line

#### USING THE EMBLEM IN A PARTNERSHIP WITH OTHERS:

The W.D.F.V. Name & Emblem may be used in conjunction with the names, emblems, and word marks of other organizations and programs when W.D.F.V. is a partner, co-author, sponsor, or supporter or in some other official relationship. When feasible, the nature of the relationship among the organizations or programs should be clearly defined (e.g., in partnership with, sponsored by, etc.), and the W.D.F.V. Emblem should be given prominence consistent with its role in the relationship.

The W.D.F.V. Emblem should not be used or integrated into a larger design in such a manner that it becomes difficult to recognize or distinguish, or that is not consistent with the graphic guidelines for use of the W.D.F.V. Emblem.

To avoid the appearance of endorsement of a program, product, or service, the W.D.F.V. Emblem may not be incorporated into a larger design of a program, product, or service that is protected by trademark, service mark, copyright, or other similar laws. It is not acceptable to incorporate the W.D.F.V. Emblem into any other organization's logo or emblem. The authority for determining the proper display and use of the W.D.F.V. Emblem rests with National W.D.F.V. Headquarters in Lawrenceburg TN.

Permission to use the W.D.F.V. Name & Emblem is not required when the W.D.F.V. Name & Emblem is used to link to an official W.D.F.V. website in keeping with the policies and guidelines of National W.D.F.V. Headquarters.