

The BackStoppers, Inc.

Name and Logo Use Guidelines

- BackStoppers® must review and approve all publicity material related to the fundraiser and anything on which our name and/or logo appear before it is printed or distributed. This includes, but is not limited to, flyers, invitations, press releases, merchandise, etc.
- The BackStoppers®' name and logo are trademarked and may not be altered.
- The BackStoppers®' name and logo may not be positioned on flyers and letters or otherwise used in a manner that suggests The BackStoppers® is an organizer or presenter of a fundraiser, promotion, event, campaign, etc.
- The BackStoppers® name and logo may not be placed on a product or promotional material that may suggest being branded.
- Promotional materials may not indicate proceeds are donated directly to BackStoppers® if proceeds are donated to a third-party benefiting BackStoppers®.
- BackStoppers® does not approve the use of our name or logo on crowdfunding sites.
- Other graphics and designs created by BackStoppers® or that appear on BackStoppers® own merchandise may not be used.