



UCWDC® NAME AND LOGO USAGE POLICY

Version 2.0

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CONTENTS

1. INTRODUCTION.....3

 1.1 Purpose.....3

 1.2 Reference.....3

2. USAGE RESTRICTIONS3

 2.1 Permission to Use4

 2.2 Using the UCWDC Name.....4

 2.3 Using the UCWDC Logo.....4

 2.4 Never use the UCWDC Trademarks as Trade or Company Names5

 2.5 Never use the UCWDC Trademarks on Merchandise5

3. TYPOGRAPHY / PRIMARY FONT5

4. REGISTRATION MARK5

5. CLEAR SPACE AND MINIMUM SPACE6

6. COLOR VERSIONS.....6

7. COUNTRY DANCE WORLD CHAMPIONSHIPS.....7

 7.1 Usage Restrictions7

 7.2 Clear Space and Minimum Space7

 7.3 Color Versions.....7



1. INTRODUCTION

The United Country Western Dance Council® is an international organization which promotes country western dance by producing festivals and competitions across the world. We host the annual Country Dance World Championships® for couples and line dancers and we advocate country dancing as a social activity for people of all ages and abilities.

1.1 Purpose

Our brand represents who we are and what we stand for. A distinctive and unifying visual identity system builds recognition in the marketplace, helps shape perceptions of our organization and gives extra strength to our marketing efforts. How we use colors, type, imagery and other graphics together with our corporate logo is inspired by what our brand stands for, and the personality we want to project. The purpose of these guidelines is to provide a clear and constructive framework for designers and communicators to bring the UCWDC brand to life in a thoughtful and consistent way without putting limits on creativity. The strength of a brand relies on the consistent application of core identity elements across all communications. With your help, we can maintain and grow the UCWDC brand.

This document contains basic standards and guidelines for producing communications that will help us bring our brand to life!

1.2 Reference

In accordance with **Article 19** of the current UCWDC Bylaws: "LOGO and TRADEMARKS"

2. USAGE RESTRICTIONS

As a director, Fully Sanctioned, Provisionally Sanctioned or Licensed Affiliate of the United Country Western Dance Council you have been authorized to display the UCWDC name and logo in association with your event, as an acknowledgement and/or recognition of being a UCWDC Fully Sanctioned Event.

- 1. Provisional Sanctioning:** If your event is Provisionally Sanctioned, either first or second year the words "UCWDC (First Year/Second Year) Provisionally Sanctioned Event" must appear in running text with your event name. As well the words "(First Year/Second Year) Provisionally Sanctioned Event" must appear in all upper case text (Times New Roman font), centered below the UCWDC logo in small text and still be legible when the logo is used in publication.
- 2. Licensed Affiliate:** If your event is a Licensed Affiliate the words "UCWDC Licensed Affiliate Event" must appear in running text with your event name. As well the words "Licensed Affiliate Event" must appear in all upper case text, centered below the UCWDC logo in small text and still be legible when the logo is used in publication.
- 3. Provisional Licensed Affiliate:** If your event is a Provisionally Licensed Affiliate the words "UCWDC (First Year/Second Year) Provisionally Licensed Affiliate Event" must appear in running text with your event name. As well the words "(First Year/Second Year) Provisionally Licensed Affiliate Event" must appear in all upper case text, centered below the UCWDC logo in small text and still be legible when the logo is used in publication.



2.1 Permission to Use

This permission to display the UCWDC name and logo does not constitute a transfer of any intellectual property right belonging to the UCWDC and is provided on the condition(s):

1. The use of the UCWDC name or logo shall contain a faithful and accurate reproduction in color, design and appearance, without embellishment, in accordance with the instructions provided by the UCWDC;
2. The use of the UCWDC name or logo shall adhere to the guidelines and standards provided by the UCWDC, and will only be used for the purpose of acknowledgement or recognition;
3. The UCWDC has the right to withdraw this permission, at any time, for any reason;
4. The UCWDC logo must not be the predominant feature on any material (web, advertising collateral, etc.). This means (at minimum) that the UCWDC name or logo may not be displayed larger or more prominently than other logos;
5. The UCWDC logo must not be used on any web site that is in violation of any applicable laws or governmental regulations;
6. The UCWDC logo must appear on all Sanctioned, Provisionally Sanctioned and Licensed Affiliate event websites and flyers;
 - a. If the UCWDC logo is not used then the United Country Western Dance Council name or acronym must appear
7. The UCWDC logo must appear by itself; it may not be combined with any other graphic or textual elements and may not be used as a design element of any other logo or trademark.

The UCWDC logo/trademark may only be scaled proportionately. Never squish it horizontally or vertically or distort it in any manner. Scale graphically by grabbing a corner rather than the side of the graphic. Scale in a dialogue box by typing the same percentage in both the horizontal and vertical scales, and/or selecting an option to scale proportionally

2.2 Using the UCWDC Name

Our name "United Country Western Dance Council", "Country Dance World Championships" and acronym "UCWDC" have all been registered as trademarks of our organization and represent our brand. The use of abbreviations should not be used (e.g. "UC", "Worlds" or "World Championships").

Never use the UCWDC trademarks as nouns or verbs; For example, never use "UCWDC" as a verb to describe a dance program or class. It is proper to say "I love the UCWDC program" and improper to say "I love to UCWDC".

2.3 Using the UCWDC Logo

Our logo is a key element in our brand expression. It is made up of the UCWDC symbol with the 5 boots in star shape, and our full name, "United Country Western Dance Council" with the registration mark.



2.4 Never use the UCWDC Trademarks as Trade or Company Names

It is incorrect to use or refer to the UCWDC Trademarks as a trade name (e.g., company name or facility name). For example, don't name your company with UCWDC in the title. Name your company something else and say that it offers the UCWDC programs or UCWDC classes.

2.5 Never use the UCWDC Trademarks on Merchandise

Only the UCWDC and its authorized partners can use the UCWDC Trademarks on merchandise like CD's, DVD's, clothing and accessories and other products. So, never use the UCWDC Trademarks on merchandise (e.g., Don't make shirts and put the UCWDC Trademarks on the shirt).

3. TYPOGRAPHY / PRIMARY FONT

Times New Roman is the primary font for all associate use. It is available in Word, Powerpoint and other common tools. To be used in all organizational documents and presentations.

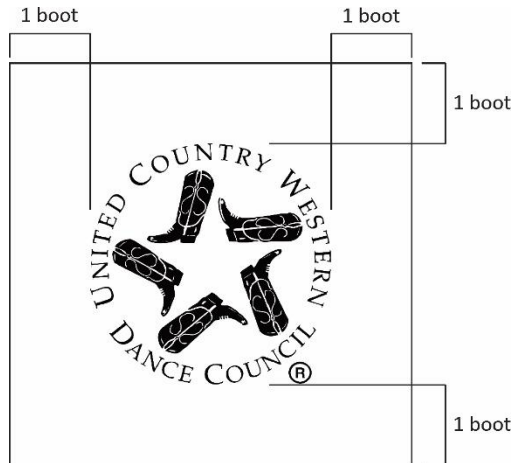
4. REGISTRATION MARK

1. The logo and registration mark may not be altered in any way. The symbol ® must appear next to the word "United Country Western Dance Council" "Country Dance World Championships" "UCWDC" and in the UCWDC logo.
2. The ® is intended to appear as small as possible and still be legible, even on large applications. The minimum size for the ® with the logo is 4 points.
3. When appearing in running text, the ® is set at 33% of the font size to a minimum of 4 points and top-aligned with the font's cap height. Items are identified with a registration mark the first time they appear in the text only. Subsequent occurrences are not marked.
4. The registration mark always appears in the same color as the logo type.



5. CLEAR SPACE AND MINIMUM SPACE

Visual impact is achieved by maintaining a quiet space around our logo. The minimum clear space is at least equal to the vertical height of one boot in the UCWDC logo. The clear space serves as a barrier between the logo and other graphic elements, such as typography, photographs, color shapes and rules. It also determines the distance the logo can be placed from the edge of a page or the fold in printed materials.



6. COLOR VERSIONS

There are 2 color versions of our logo. Only these color versions should be used.

1. The **Black Color Version** (RGB 0,0,0) (HEX #000000) is for use on white and lighter backgrounds
2. The reverse color version or **White Color Version** (RGB 255,255,255) (HEX #FFFFFF), with the type in white, is available for use on dark backgrounds.





7. COUNTRY DANCE WORLD CHAMPIONSHIPS

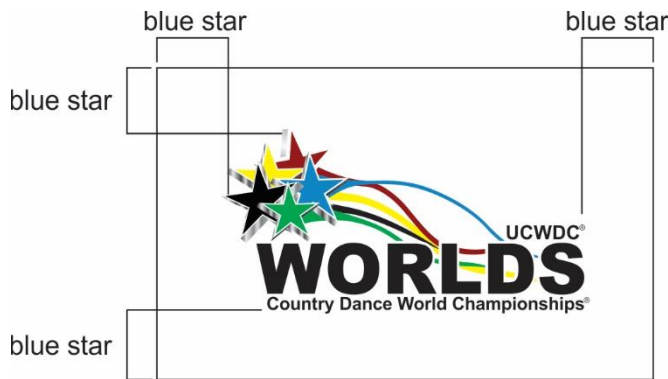
The following relates directly to the Country Dance World Championships and the use of its name and logo.

7.1 Usage Restrictions

Articles 2.1 through 4 of this policy will be used and maintained referring to the Country Dance World Championships and not the United Country Western Dance Council or UCWDC.

7.2 Clear Space and Minimum Space

Visual impact is achieved by maintaining a quiet space around our logo. The minimum clear space is at least equal to the horizontal width of the blue star in the Country Dance World Championships logo. The clear space serves as a barrier between the logo and other graphic elements, such as typography, photographs, color shapes and rules. It also determines the distance the logo can be placed from the edge of a page or the fold in printed materials.



7.3 Color Versions

There is only one color version of our logo. Only these colors should be used.

Black (RGB 0,0,0) (HEX #000000)

Red (RGB 149,26,29) (HEX #951a1d)

Blue (RGB 19,134,198) (HEX #1386c6)

White (RGB 255,255,255) (HEX #FFFFFF)

Yellow (RGB 255,242,0) (HEX #fff200)

Green (RGB 0,166,81) (HEX #00a651)



END OF POLICY