

TSCTP LOGO USE LICENSING POLICY

LAST UPDATED • 12/14/22

The mission of Tennessee's South Cumberland Tourism Partnership ("TSCTP") is to "develop and champion strategies for sustainable economic development in and around the gateway communities of the South Cumberland region through the facilitation and promotion of cultural, historic and outdoor tourism initiatives."

As part of that mission, TSCTP wishes to partner with responsible, tourism-focused businesses in the region to promote tourist visitation, to help build the region's tourism brand: "Mountains of Adventure".

To do this, TSCTP will, via file download from the MountainsOfAdventure.org website, license the use of its logo to interested, tourism-focused businesses for use in their marketing and promotional messages, subject to the following policy requirements:

- The logo may only be used to indicate that the business is part of the South Cumberland region (defined as the plateau-top areas of Grundy, Marion and Franklin Counties; and in the adjoining valley locations of Grundy County, such as Pelham, Hubbard's Cove and the Tarlton Valley).
- The logo must be used in its entirety, in one of two forms (vertical or horizontal), and may not be altered in any manner, whether through color or typeface changes, or changes in wording. The "Mountains of Adventure™" tagline must also be retained as part of the logo. The logo must be clearly readable, and, if superimposed on any image or graphical artwork, set off from any such image or graphics via outlining, the width of which must be at least as wide as the narrowest part of the stem of the "T" in "South Cumberland", in the logo. (Dark logo must have white outlining; light logo must have black outlining.)
- The logo should not be used in any manner that implies an endorsement of the business by TSCTP or its affiliates (e.g., local governments).
- The logo shall not be used on merchandise or any item that is offered for resale, without a specific [and separate] co-marketing agreement between the partner and TSCTP that addresses revenue split/profit share or similar types of arrangements. If interested in such a co-marketing agreement, please call TSCTP at 931.592.6200.
- The logo shall not be used in association with any political issue, including political campaign signage, advertising, news releases or any other content, whether physical or in online, social media, broadcast or print media messages.
- The logo shall not be used by any business that does not have an obvious and direct interest in attracting the engagement and business of tourists visiting the South Cumberland region.

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- By using the TSCTP logo, the participating business warrants that it is aware of these policies, and understands that any use of the logo in contradiction with these terms shall immediately cause its privileges to use the logo revoked by TSCTP, and that TSCTP may pursue any and all legal remedies available to it in order to enforce its right to revoke logo use privileges.
- Policy violations shall be determined by TSCTP at its sole discretion, and are not subject to appeal. Such violations shall immediately result in the revocation of logo use privileges for the violating business, its agents, affiliates and/or assigns.
- TSCTP shall not be liable for any tangible or intangible costs incurred by a business found to be in violation of this policy, nor for the cost or process of any remedial actions that business may need to take to remove the TSCTP logo from items such as printed materials, signage, vehicle decals or other promotional materials; including, but not limited to, materials, time or labor.
- TSCTP reserves the right to update and modify this logo use licensing policy at any time, without notice, and advises all businesses choosing to use its logo to consult the MountainsOfAdventure.org/lbmc page of its website for the latest version of this policy. In the event TSCTP determines that a policy violation has occurred, ignorance of policy changes shall not provide a defense for a business utilizing the TSCTP logo.
- Use of the TSCTP logo is at TSCTP's sole discretion, and all privileges associated with the logo's use may be revoked with or without cause.
- Use of the TSCTP logo in any form without having first agreed to the terms of this licensing policy via logo download from MountainsOfAdventure.org/lbmc shall be considered an immediate violation of this licensing policy.

Please feel free to contact TSCTP at TNsouthCumberland@gmail.com with any logo use questions.

Thank you for your interest in helping promote responsible tourism in the South Cumberland region!