

Authorized Concessioner Mark

Information and Guidelines for Concessioners

Background

This document provides information and guidelines on the new Authorized Concessioner Mark (Mark), which concessioners may use in various promotional and informational applications. The Mark incorporates the NPS Arrowhead into its design. The NPS Arrowhead (Arrowhead) is the official symbol of the NPS and is registered with the U.S. Patent and Trademark Office. Its use is strictly controlled through laws, regulations, and policies issued by the NPS Director.



The Mark is a graphical symbol that demonstrates the business relationship between the NPS and its concessioners. The Mark also assures visitors that facilities and services bearing the mark are of high quality and authorized by the National Park Service. The Mark consists of the NPS Arrowhead and an associated “Authorized Concessioner” descriptor. These graphic elements of the Mark are prescribed by the Service through NPS Director-approved policy

Use of the Mark is not a contractual requirement. It may be used under the following stipulations:

Who may use the Mark?

- New concessioners at the start of their Contract in accordance with the Operating Plan.
- Existing Concessioners who have received a “Marginal” or “Satisfactory” Annual Overall Rating for the previous year.

Who may not use the Mark?

- Operators performing services under a Commercial Use Authorization (CUA).
- Concessioners who have received an “Unsatisfactory” Annual Overall Rating for the previous year.
- Concessioners with terminated or expired concession contracts.

Where can the Mark be used?

- Brochures and other informational publications
- Written advertising
- Interpretive materials

- Broadcasts – television, film, or other audiovisual media
- Internet-based information – Facebook, Twitter, YouTube, corporate websites
- Signage for official Concessioner functions or purposes (storefront windows)
- Signage on visitor transportation system vehicles, vessels, and aircraft

What uses of the Mark are prohibited?

- Merchandise, souvenirs, and clothing sold in retail outlets for public purchase
- Concessioner uniforms or clothing
- Concessioner equipment or transportation equipment not providing authorized visitor services
- Non-authorized visitor services outside the Park

What are the special conditions for use of the Mark in materials providing information on authorized In-park and non-authorized Out-of-Park Services?

- Materials including web site pages that are dedicated to the NPS-authorized services are preferred.
- Some concessioners operate in-park and out-of-park services and would like to advertise both services in the same materials to reduce advertising and printing costs or for other reasons. This method is not preferred. These materials must be laid out so that the Mark is clearly associated only with the authorized concession services. Additionally, language must also be provided immediately below the Mark identifying the specific, authorized in-park services. Sample language: *Company, Inc. is authorized to provide guided backpacking and day hiking and to rent out camping and backpacking equipment within Wonderfalls National Park.*

How can the Mark be used on Visitor Services Transportation Equipment?

- The Mark may be used only on visitor services transportation equipment providing contracted visitor services.
- Operators may not use the Mark on visitor services transportation equipment when that equipment is not providing the contracted services. To accomplish this, concessioners should place the Mark only on dedicated visitor services transportation equipment or use signage that can be removed or concealed when the vehicles are not providing contracted services.

How can the Mark be used for Video Applications?

- If used in a video application, the Mark should be displayed throughout title and credits. The Mark image is not required to be shown throughout a video.

How is use of the Mark requested?

- Requests must be submitted in writing to the appropriate contact, as identified by the Park. Requests must include a clear description of where and how the Mark will be used. Additionally, layouts that demonstrate that the Mark use will meet the applicable framework and design requirements must accompany the written request.
- The Park Superintendent or a designee is responsible for reviewing and approving these requests.
- Park staff will supply Concessioners with the necessary graphics files. Graphics files are available in JPEG or EPS format. Sample graphics files and layouts are shown in **Appendix A.**

Arrangement and Sizing

- The color, wording arrangement, and layout of the Mark **cannot** be changed.
- The Mark shall be of adequate size to be readable but not sized to be the dominant feature of a Concessioners signage or media application.
- The Mark shall occupy no greater than 2% of the total space of the specific media view or publication. The Mark should also not be larger than the size of the Concessioners own logo.
- For large artwork applications (used for full page print media, signs and banners) the minimum size shall be no less than 1.5 inches in height.
- For small artwork applications (used for partial page print media, audiovisual and web-based media) the minimum size shall be between .5 and 1.5 inches in height. In no instance shall the Mark be reproduced at less than .5 inches in height.

Are there any Additional Requirements on using the Mark?

- The Mark must be maintained in a professional manner. Physical signs displaying the Mark must be replaced when the Mark becomes worn, faded, ripped, or torn.
- All Concessioners who choose to utilize the Mark will receive updated Operating Plans that contain additional language related to use of the Mark and will no longer be expected to provide the language required by the *Authorization Statement* in the *Advertising* section of their original Operating Plans. Concessioners not utilizing the Mark must continue to adhere to the *Authorization Statement* requirements delineated in their Operating Plans.
- Other advertising requirements in the Contract also apply.

Appendix A

This Appendix presents graphic samples of various Mark images along with sample layout and sizing examples. The Mark graphics files are available in six different styles in vertical and horizontal JPEG and EPS formats. The EPS images are available in CS4 and CS5 format. Contact the Concessions office in your park for specifications and image files.

Graphic Samples

1. 4-Color

Vertical



Authorized
Concessioner

Horizontal



Authorized
Concessioner

2. 4-Color - Reverse



3. Black and White



4. Black and White - Reverse



5. Grayscale



6. Grayscale- Reverse



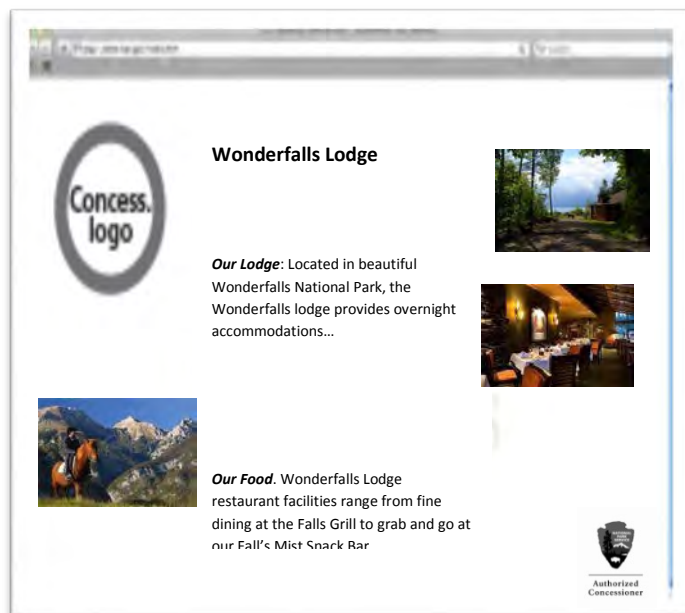
Page Layout Samples

A. Printed Materials or Web Site



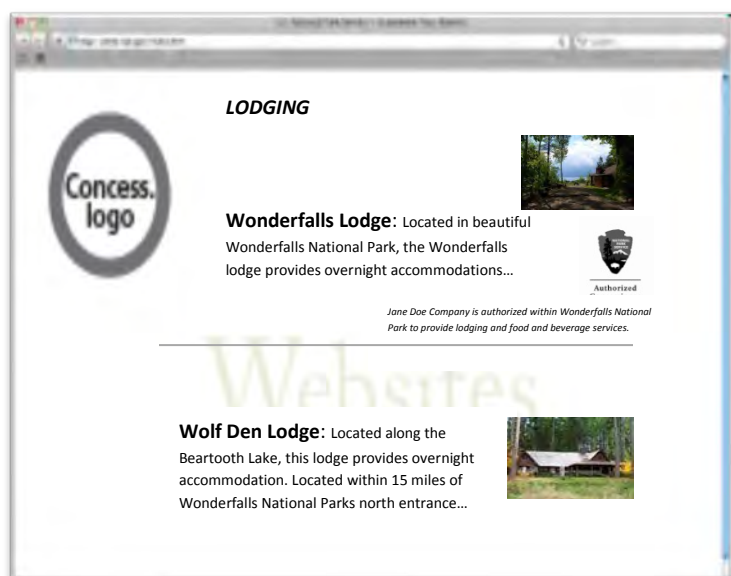
The Mark must be separate from the Concessioner logo. It should be large enough so that the text can be read but discreet in size and no larger than the concessioner logo so that it is clear that the materials belong to the concessioner and not to the NPS. Placement at the bottom of the materials is often the most appropriate.

B. Materials advertising authorized services inside the park and services outside the park



Only NPS-authorized services in the park

The materials advertise only services offered within the park. The use of the Mark by itself is adequate.



NPS-authorized services in the park and unauthorized services outside the park

The materials advertise services offered inside and outside the park. The use of the Mark by itself is not adequate. The Concessioner must indicate which of the advertised services are NPS-authorized services and must make a clear distinction between park and non-park services.

Transportation Equipment Placement



The Mark should be positioned so that it is noticeable to the customer. Placement on or adjacent to a loading doorway or entry is often the most appropriate.



The Mark should be large enough so that the text can be read but discreet in size and no larger than the concessioner logo so that it is clear that the equipment belongs to the concessioner and not to the NPS.



The Mark should be positioned in a way that does not suggest that the equipment bearing the Mark is owned or operated by the NPS. In particular, on a vessel, it should not be placed under the bow.

Note – Mark placements shown here are for demonstration purposes only and do not depict actual instances of authorized use.