









www.DontTrashNevada.org





DON'T TRASH NEVADA LOGO GUIDELINES AND CERTIFICATION PROCESS

The University of Nevada, Las Vegas, on behalf of the Southern Nevada Agency Partnership, has made application to register the following slogans, either used separately or together:

-  Don't Trash Nevada
-  Nevada's Beauty is Everyone's Duty
-  Spirit of the West
-  Don't Trash the Neighborhood
-  Enjoy the Wild West, Don't Waste It
-  La Basura Es Perjudicial.

The Don't Trash Nevada program also asserts proprietary rights for its logo, a stylized depiction of the State of Nevada and a desert bighorn sheep surrounded in a circular format by the phrase "Don't Trash Nevada." All of these marks are collectively termed the "Don't Trash Nevada service marks."

STANDARDS FOR LOGO USE

-  The logo may not be altered in any way.
-  The logo may not be superimposed upon or included within another symbol or mark but may appear with another logo or symbol on an item.
-  The logo must bear a ® (Registered Mark).
-  The logo may be used in either color or black and white. If colors are used, the following specifications must be met:

PMS 174

PMS 102

PMS 165

Black





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GENERAL GUIDELINES

✘ Use of the logo must be certified in advance by the University of Nevada, Las Vegas, on behalf of the Southern Nevada Agency Partnership. See the attached [certification form](#).

✘ After a user is certified, the logo and color specifications will be provided electronically upon request. The user must specify the desired format.

✘ Any variation of the Don't Trash service marks or combinations of Don't Trash Nevada service marks in connection with additional logos or designs must have written approval of the Don't Trash Nevada Project Manager or designee.

✘ The logo must be used in a manner that is consistent with the mission of the Don't Trash Nevada program.

✘ The logo will not be used commercially (i.e., to generate profits) except with written agreement of the Don't Trash Nevada program.

For further information about the Don't Trash Nevada program, or if commercial use of the logo is planned, please visit our website at www.DontTrashNevada.org or contact our staff at DontTrashNevada@unlv.edu or (702) 895-4678.

DON'T TRASH NEVADA LOGO CERTIFICATION APPLICATION

The University of Nevada, Las Vegas and the Southern Nevada Agency Partnership encourage authorized use of the Don't Trash Nevada® logo and slogans. To ensure appropriate use, individuals and organizations wishing to use the Don't Trash Nevada service marks must receive advance certification.

Please fax the application form below to Don't Trash Nevada at (702) 895-5166. If commercial use of the logo is planned, please contact our staff by email at DontTrashNevada@unlv.edu or by calling (702) 895-4678.

Name of Individual or Organization_____

Street Address/City/State/Zip_____

Contact Person: Name_____ Phone_____

Email Address_____

Formally Affiliated with Take Pride in America Program ____Yes ____No

We request certification to use the Don't Trash Nevada logo and/or slogans for the following purpose: *(attach separate sheet if needed)*

Signature_____ Date_____