



A.T. Volunteer Brand Use Guidelines

Introduction

The Comprehensive Plan for the Appalachian National Scenic Trail includes a definition of the Appalachian Trail that states: “The body of the Trail is provided by the land it traverses, and its soul is in the living stewardship of the volunteers and workers of the Appalachian Trail Community.” ATC and the federal agencies are very proud of the volunteer commitment to protect and manage the Trail. The recognition program offered by ATC and the Appalachian National Scenic Trail Park Office (APPA) is a means of thanking A.T. volunteers for their contributions. The A.T. volunteer recognition program is a Trail-wide program that compliments volunteer recognition programs of A.T. Clubs or other organizations who coordinate A.T. volunteers.

Definition

The A.T. volunteer brand is an identifiable visual identity representative of the efforts and community of the Appalachian Trail volunteer. The A.T. volunteer brand (hereafter, “the brand”) includes two logos, elements, typography, and patterns that are managed by Appalachian Trail Conservancy.

The Power of Scarcity and the Positive Influence of Consistency

The power and meaning of the brand should not be diluted with use. By limiting the access to items incorporating the brand for only those who have volunteered for the Appalachian Trail, the brand becomes part of the draw to join the community of volunteers. By limiting the number of items that incorporate the brand, the power of scarcity motivates volunteers to return and celebrates those who do. By using the brand to only advertise opportunities to volunteer across the entire Trail, the consistency of the visual signature leads to positive association and brand recognition that benefits all partners. These two principles will guide acceptable use.

Acceptable Use

The recognition program includes Hours of Service award items, wherein the brand is embroidered, screen-printed, or dye-struck onto selected articles: patch, cap, vest, pin, for example. ATC manages the administration of the recognition program.

The brand is designed to celebrate the stewards of the Trail. Under no circumstances will an item featuring the brand be marked for sale, sold for currency, or traded for another item of value or service. Items that incorporate the brand may only be earned by or awarded for volunteering in service to the Appalachian Trail through sponsored group agreement(s).

Under no circumstances will the brand be tampered with, altered, edited, cropped, or copied. Derivatives of the brand shall not be used in order to avoid seeking acceptable use approval. Use of elements of the brand will be closely administered at ATC's sole discretion.

Internal Use

Allowance: ATC may use the brand to signify that media content is celebrating the work of A.T. volunteers, to communicate that the organizer or host of an event or initiative is either an A.T.-maintaining club or that the project is an effort of cooperative management. The registration form template for all volunteer activities on ATC's Volunteer Engagement Platform will feature the brand. New internal uses will be approved by ATC's Volunteer Relations team on a case-by-case basis.

Prohibition: ATC may not use the brand in place of ATC's logo when the project or media content is generated by the Conservancy. For example, a memo from ATC staff shall not feature the A.T. volunteer brand on letterhead.

External Use

Eligible A.T. partners may request branded recognition items from ATC for their volunteer recognition program following the program guidelines available on this page: <https://appalachiantrail.org/get-involved/volunteer/partner-resources/volunteer-management/>

Eligible A.T. partners, public and private entities, may request one-time use of the brand for specifically defined purposes of recognizing volunteers. See Approval Process, below, for requesting one-time use of the brand.

Use of the brand is intended for items specifically utilized for and by volunteers, rather than an organization. Use of the brand on printed or electronic media will not be issued in order to adhere to earlier established principles.

Consistency

The brand will be placed consistently on recognition items. For articles of clothing, the brand may be embroidered or printed on the left breast, or either shoulder or sleeve cap. The secondary (horizontal) brand may be printed across the back of a shirt with a maximum width of 10 inches. The brand will not be screen printed across the torso of a garment.

Acceptable Use Approval Process

Eligible A.T. partners may request one-time use of the brand for internal recognition of their A.T. volunteers. Eligible A.T. partners are organizations with volunteers who are operating under a sponsored group agreement in support of Appalachian National Scenic Trail. To request a one-time use, complete this application: <https://www.tfaforms.com/5054914>.

One-time use approval process:

- A.T. Partner completes application
- ATC responds within 5 business days with either a decision or follow-up questions. A decision will be reached within 5 business days of the final exchange.
- A rejection will include explanation and potentially the invitation to apply again with an improved application
- If approved, ATC will work with the vendor to provide the art file.
- The vendor will provide ATC with a proof of the mock-up of the final product's design for approval.
- If rejected, ATC will seek resolution with the club and/or vendor.
- If approved, the vendor will commence with production.

Each order involves the one-time use application process described above unless another arrangement is contracted between ATC's Volunteer Relations staff and the A.T. partner.

Vendor Art File Management

Vendors provided with an art file of the brand will send ATC's Volunteer Relations staff a proof of the finished product for approval. If rejected, ATC will work towards a resolution with the vendor and/or the A.T. partner. ATC will be apprised of any changes to the original, approved plan. After the one-time approved use of the brand, the vendor understands that no further order may utilize the art file or any derivatives.