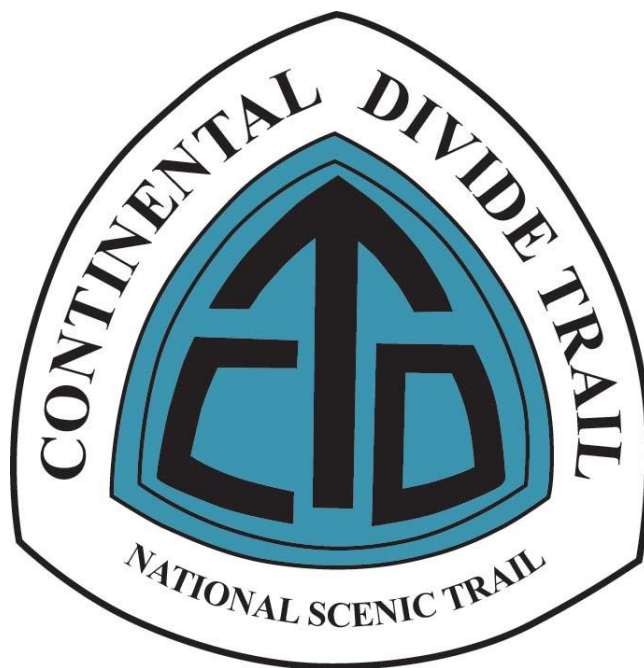


Continental Divide National Scenic Trail

Service Mark Design and Use Requirements

June 2021



Recommended by: /s/ Teresa Ana Martinez 05/19/2016
Teresa Martinez
Director, Continental Divide Trail Coalition
Date

Recommended by: /s/ Brenda Yankoviak 05/19/2016
Brenda Yankoviak
USFS - Continental Divide National Scenic Trail
Administrator
Date

Recommended by: /s/ Jim Bedwell 06/10/2016
Jim Bedwell
USFS Region 2 – Director of Recreation, Minerals,
Lands, Heritage and Wilderness Resources
Date

Approved by: /s/Maribeth Gustafson (for) 06/13/2016
Daniel Jiron
USFS Region 2 – Regional Forester
Date

Executive Summary

This document should be implemented with the intent of protecting the integrity of the Continental Divide National Scenic Trail (CDT) service mark, and thus the value of the Trail itself. In order for the CDT service mark to remain a meaningful icon, it must retain exclusivity from certain settings where its use would not be appropriate. This document:

- Explain the rules of design for the CDT service mark.
- Describe appropriate and inappropriate uses of the CDT service mark.
- Provides instructions for submitting a request for authorization for use of the CDT service mark.

I. Continental Divide National Scenic Trail Program

The Continental Divide National Scenic Trail (CDT, or “Trail”) is a primitive, long-distance non-motorized trail stretching 3,100 miles across Montana, Idaho, Wyoming, Colorado and New Mexico along the Continental Divide, traversing some of the most spectacular and scenic terrain in the United States. The CDT was designated by Congress as a national scenic trail in 1978, in accordance with the National Trail System Act of 1968. The CDT is administered by the U.S. Forest Service, which manages the Trail in cooperation with the National Park Service, Bureau of Land Management, Tribal, State and local governments, and numerous partners, including the Continental Divide Trail Coalition.

Because of the congressionally designated nature of the Trail, there are special agreements in place for use of the CDT service mark. The service mark is property of the U.S. Department of Agriculture, registered in the U.S. Patent and Trademark Office.

II. Design Rules

The CDT service mark represents the superior recreational and scenic experiences provided by a national scenic trail. It is important to maintain a high standard for use of this service mark.

The service mark is comprised of the following elements:

- Outer and inner triangle borders and text are black.
- Outer triangle background is white.
- Inner triangle background is blue (FS #15200)



Always keep all elements of the service mark together, and enlarge or reduce the image proportionately.

Grayscale Logo

A grayscale version of the service mark is allowed.

Minimum Safe Area

The service mark should be placed within an area free from other text and graphics so that they do not weaken its impact. If the service mark represents an area that is three units wide by three units high, then it should be centered within a “safe area” that is five units wide by five units high so that there is at least one unit on all sides separating the service mark from any other text or graphics.

III. Guidelines for Use

As the symbol of a national scenic trail, the CDT service mark must be maintained to a high standard and carefully managed. The CDT service mark is to be used in a manner consistent with the statutory mission for national scenic trails as described in the National Trails System Act: “to provide for maximum outdoor recreation potential and for the conservation and enjoyment of the nationally significant scenic, historic, natural, or cultural qualities of areas through which such trails may pass.”

The service mark may be used:

- To promote the collaborative management between Partners
- To recognize the substantial contribution of organized volunteer projects to the Trail
- By MOU Partners for documentation, meetings, conferences, or interagency CDT events; and
- By Continental Divide Trail Coalition on fundraising merchandise, materials, and advocacy work, consistent with the guidelines below.

Other Organizations and Third-party Vendors

Use of the service mark by organizations other than those named above, and by third-party vendors, is restricted. Use must first be authorized by the Forest Service's Continental Divide National Scenic Trail Administrator.

To be considered for approval, the request must demonstrate that the proposed use meets all of the following three criteria:

1. Contributes to purposes of education and conservation as they relate to the CDT and the Forest Service;
2. Respects the nature and purpose of the Trail (as described in the National Trail System Act and any subsequent CDT management plans) and its unique status as a national scenic trail; *and*
3. Promotes the CDT at the broadest possible level (i.e., regional, national) at which the organization/vendor is active, with use centralized and standardized across any local sub-units.

Any authorization will be time-limited. The organization or vendor must reapply to continue use of the service mark after authorization expires.

Personal Use

It is understood that personal use of the service mark will occur. This may include, for example, items such as homemade crafts or personal blog posts. Such use is understood to be limited to individual expression and must not be for commercial or business purposes of any kind, for personal gain, or for political purposes; nor should such use imply Forest Service or other Federal or MOU Partner endorsement. In general, the public is encouraged to show support for the CDT in ways other than using the service mark.

IV. Restrictions on Use

The CDT service mark may not be used by third parties solely for commercial, personal, or non-profit gain. Use of the service mark by third parties may only be authorized if such use contributes to the purposes of education and conservation as they relate to the CDT.

The CDT service mark must not be used in situations that may diminish the integrity of the service mark as a symbol of a national scenic trail. The Trail Administrator may make case-by-case decisions regarding appropriate use.

The Federal Government may not endorse any particular business, product, or service in its dealings with the public. Thus, the CDT service mark must not be used in situations that imply Forest Service or other Federal or MOU Partner endorsement when there is none. Only official maps and guidebooks printed or authorized by a Federal Government agency may use the CDT service mark.

Permission granted by the Forest Service for use of the CDT service mark may be rescinded by the Trail Administrator at any time upon finding that the use of the service mark is injurious to the program's integrity or inconsistent with the nature and purposes of the Trail and/or the National Trails System.

Examples of Inappropriate Uses

Inappropriate uses of the service mark are, in general, those that diminish its symbolic value and/or are primarily for personal or commercial gain. Examples include, but are not limited to:

- A restaurant, hotel, store, or outfitter in a town along the Trail advertises to hikers by displaying the CDT service mark.
- A company makes apparel and water bottles with the CDT service mark without receiving authorization from the Trail Administrator or contracting with the CDTC.
- A local non-profit group that is not a MOU Partner uses the CDT logo on an advertisement for its fundraising benefit.
- An individual designs memorabilia that features the CDT service mark and sells it on EBay.
- A blogger uses the CDT service mark on a website that also has money-generating ads. (This use could be allowed in a case where the ads benefit MOU Partners.)
- The author of a CDT guidebook uses the CDT service mark on the back cover of the book, possibly giving readers the impression that the content is endorsed by the Federal Government.
- A GPS manufacturer uses the CDT service mark on electronic maps, possibly giving the impression that the maps are endorsed by the Federal Government.
- A *local* troop from a national scouting organization makes a patch with the CDT service mark. (An application for such use could, however, come from the national organization. As described in Section III, such an application should describe how use would be standardized and managed across all troops, and must demonstrate the educational and conservation value of the use.)
- The CDT service mark is used on alcohol-related products such as shot glasses or bottle openers.

V. Process for Authorizing Uses

Process for Requesting Authorization

Other organizations and third-party vendors wishing to use the CDT service mark must submit a written request (see Appendix A) to the Trail Administrator:

Ben Lara
Continental Divide National Scenic Trail Administrator
benjamin.lara@usda.gov
719-677-8974

Please note that telephone or in-person conversations do not substitute for submitting a written request, nor do they convey an official decision of authorization.

Commercial enterprises interested in contracting with the CDTC for merchandise sales should contact the CDTC directly.

Process for Requesting Reauthorization

Other organizations and third-party vendors may request reauthorization of a previously authorized use if authorization has expired or is within three months of expiring. To request reauthorization, contact the Trail Administrator using the information above.

Process for Responding to Requests

The Trail Administrator will consider each request on a case-by-case basis using the guidelines herein as a resource. The Trail Administrator will provide a timely written response notifying the applicant of the decision and, if the proposed use is authorized, when the authorization will expire. The Trail Administrator has the discretion to make a final decision regarding use of the CDT service mark.

Appendix A:
Request for Authorization
Use of Continental Divide National Scenic Trail (CDT) Service Mark (v2016/04/06)

Applicant Name:

Mailing Address:

Phone Number:

Email:

1. Explain the purpose(s) for which you would use the CDT service mark (include a sketch of how the logo would be used):

2. Provide reason(s) for using the official CDT service mark instead of other available logos:

3. How will use of the CDT service mark promote the trail at a national level?

4. How will the use of the CDT service mark contribute to purposes of education and conversation as they relate to the CDT and the Forest Service?

5. Additional remarks: