



# USING THE PA WILDS LOGO

## Licensing Program Summary

### PURPOSE

The PA Wilds Licensing Program provides a way for businesses and organizations to apply to use the PA Wilds logo on saleable and non-saleable products to help them leverage their business and community development efforts.

### TYPES OF USES

There are two main types of logo uses:

- **Non-Saleable** Uses include using the logo on business or event websites, banners, rack cards, signage and other marketing materials not sold in the marketplace. There is no cost for this type of use but a one-page application is required. Approval takes about one week.
- **Saleable** Uses include using the logo on t-shirts, hats and other merchandise to be sold to customers. These types of uses require a contract and membership in The Wilds Cooperative of Pennsylvania. A standard royalty is collected: 9 percent on wholesale or 4.5 percent retail. Royalties go to support the work of the PA Wilds Center for Entrepreneurship, a regional non-profit dedicated to growing the region's nature and heritage tourism industry.

### ELIGIBILITY

Businesses, organizations and individuals serving the Pennsylvania Wilds region may apply to use the logo on saleable or non-saleable items. All participants must adhere to the standards defined in the PA Wilds Brand Book.

### HOW TO APPLY

Applications for saleable and non-saleable logo uses can be found at [www.pawildscenter.org](http://www.pawildscenter.org). Click on "Use the PA Wilds Logo."

The PA Wilds Center for Entrepreneurship welcomes the opportunity to meet with companies exploring saleable uses of the PA Wilds logo. Contact us today to learn more about the logo property, to discuss ideas or talk next steps.

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