



# 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 merchandising and marketing products to help them leverage their business and community development efforts.

### TWO MAIN TYPES OF USES

- **Marketing Uses** include using the logo on business or event websites, banners, rack cards 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.
- **Merchandising Uses** include using the logo on t-shirts, food and beverage labels, jewelry and other merchandise to be sold to customers. These types of uses require a contract and membership in The Wilds Cooperative of PA ([www.WildsCoPa.org](http://www.WildsCoPa.org)). A standard royalty is collected (4.5 percent on retail or 9 percent on wholesale). Royalties go to support the work of the PA Wilds Center for Entrepreneurship (PA Wilds Center), a regional non-profit dedicated to marrying conservation and economic development in a way that strengthens and inspires communities in the Pennsylvania Wilds.

### ELIGIBILITY

Businesses, organizations and individuals serving the PA Wilds region may apply to use the logo for marketing or merchandising purposes. Participants must be a member of the Wilds Cooperative of PA and must adhere to standards laid out in the PA Wilds Brand Book. To learn more about membership in the Wilds Cooperative, visit [www.wildscopa.org/about](http://www.wildscopa.org/about).

### HOW TO APPLY

Applications for merchandising and marketing of the logo can be found at [www.pawildscenter.org](http://www.pawildscenter.org). Click on “Programs and Services” and then choose “Use the PA Wilds Logo.”

The PA Wilds Center 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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**Contact: Hannah Brock, Branding and Licensing Partnership Manager**  
61 Fraley St. | Kane, PA 16735 | 800-895-1376 x404 | [licensing@pawildscenter.org](mailto:licensing@pawildscenter.org)