POARCH CREEK INDIANS

SPONSORSHIP BRAND GUIDELINES

QUESTIONS?
Contact the Tribal Communications Department at
CommunicationsInfo@pci-nsn.gov or **(251) 368-9136.**

SPONSORSHIP INTRODUCTION

The Poarch Creek Indians logo is a federally trademarked image. Therefore, the following guidelines are for Poarch Creek Indians sponsorships only. The Tribe's logo may not be used for applications outside the scope of the sponsorship agreement.

Merchandise branded with the Tribal logo may only be produced and/or sold by the Tribe or with the written approval of the Communications Department. No business, organization or individual, including Tribal Citizens and entities, may produce or sell Tribally branded merchandise without such permission.

SPONSORSHIP LOGO POLICY REQUIREMENTS

- The logo should not be used by the sponsor for applications outside of those approved within the sponsorship benefits. If additional promotional opportunities become available with the sponsorship, please coordinate and secure approval for the logo usage from the PCI Communication's Department by contacting CommunicationsInfo@pci-nsn.gov.
- If the logo is placed on the website, they must link back to our website, poarchcreekindians.org
- The Tribe shall have the right, from time to time, to request samples of use of the Logo from the Logo User from which it may determine compliance with this policy.
- The Logo may never be used by any Logo User, in any manner that, in the sole discretion of the Tribe:

(a) discredits the Tribe, or tarnishes the Tribe's reputation and goodwill;

(b) is false or misleading;

(c) violates the rights of others;

(d) violates the law, regulation or other public policy; or

(e) mischaracterizes the relationship between the Tribe and the Logo User including but not limited to any use of the Logo that might be reasonably construed as endorsement, approval, sponsorship, or certification by the Tribe of the Logo User, the Logo User's business or organization, or the Logo User's products or Services, or that might be reasonably construed as support or encouragement to purchase or utilize the Logo User's products or services.

- The Tribe reserves the right to prohibit the use of the Logo if it determines, in its sole discretion, that Logo User's usage, whether willful or negligent, is not in strict accordance with this policy.

PRIMARY SEAL USAGE



The primary PCI logo performs well on light-colored backgrounds or medium-toned backgrounds of contrasting color. **Full color seal is available in PMS, CMYK, and RGB formats.**

SECONDARY SEAL USAGE

A 1-color version of the PCI seal is available for use–especially when the background color is dark, the same color as one of the seal colors, or is busy (such as a photograph or heavy texture).



PMS 187 Red

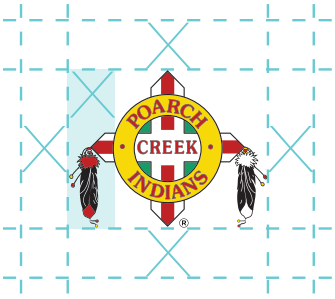


Black



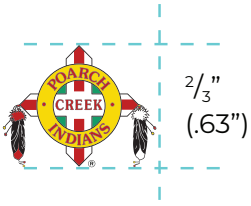
White

SAFE AREA



To preserve the seal's readability, always maintain a clear space around the seal. The clear space is defined by the distance from the left edge of the seal to the hoop, called "X". That distance should be observed on each side of the seal and kept free of obstructions, such as other logos, copy, distracting patterns, or busy photographic elements that might interfere with the seal's legibility.

MINIMUM SIZE



To maintain readability of the seal the minimum size should never be any shorter than 2/3" (.63") tall.

SEAL MISUSE

To preserve the seal's readability and integrity, never alter or distort the Poarch Creek Indians brand in any way. Included are a handful of unacceptable examples.



DO NOT
use logo without feathers



DO NOT
apply distracting shadows



DO NOT
stretch or distort the seal



DO NOT
rotate the seal



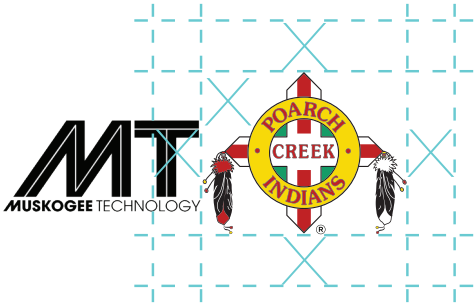
DO NOT
apply a stroke



DO NOT
modify the swatches



DO NOT
place on distracting photos or artwork



DO NOT
invade clear space