

Trademark/Branding Guidelines

Purpose

The National Industry Liaison Group, Board (NILG) has established the following guidelines as a structure and protocol for any collaborative interactions with other sanctioned entities in Equal Employment Opportunity, Affirmative Action, and Diversity.

Requests

Entities interested in collaboration with the National Industry Liaison Group (such as endorsement, teaming, use of logo and/or web-site, press releases, etc.), must submit requests, in writing, to the Communications Committee. These same guidelines may also apply when the NILG plans to collaborate with any external group, organization, or individual.

However, tactical project alliances with other advocacy groups, such as Organizational Resource Counselors (ORC), may be initiated by a vote of the Board outside of these guidelines.

Evaluation and Approval Process

Collaboration requests should be submitted to the Communications Committee for vetting against the following evaluation criteria.

- Relevance to Equal Employment Opportunity, Affirmative Action, and/or Diversity
- Relevance to NILG Vision, Mission, and Goals
- Consistency with NILG bylaws, rules of incorporation, and not-for-profit status
- Adding value to the NILG, its mission, and constituency

Should a collaboration request meet these Guidelines it will be moved forward for Board approval. A recommendation is sent to the Executive Committee for inclusion on the next appropriate Board Meeting Agenda. The request will be voted on by the full Board. A collaboration project approved by the Board will then be turned over to the appropriate standing committee for implementation.

Proposals not consistent with NILG guidelines will receive a timely communication reflecting that decision. The communications committee will provide to the Board an information report, periodically (quarterly or semi-annually) listing all collaboration requests received.

Local and Regional ILG s hosting the Annual National Conference may be granted limited use of the NILG name and logo as prescribed by the Board, outside of the aforementioned evaluation and approval process. The succeeding year Conference host will receive this clearance, in writing, before the current year Annual Conference begins.

Implementation

The appropriate standing committee will ensure that the project is proceeding successfully and is consistent with the intent of these guidelines. Receiving Committee Chairs will keep the Board informed through periodic information updates, as necessary.

Trademark and Written Agreements

The National Industry Liaison Group (or NILG) represents that it own (s) all rights, title, and interest in the NILG name and logo, and the good will thereto, and has/have authority to grant permission to those ILG s, organizations and individuals seeking to use the NILG name/logo.

All written agreements will be reviewed by NILG Board Executive Committee and Board Counsel, and recommended for Board membership approval. Use of the National ILG Trademark and Logo, must be approved by the Board.

Violations

The NILG will monitor the proper use of the NILG name and logo. Any organization or individual misusing the NILG logo or name will be contacted in writing by email (hard copy letter to follow) or by telephone. A reasonable amount of time will be provided to address the usage violation, at the discretion of the NILG. Failure to rectify the usage violation will result in termination of the privilege to use NILG name and/or logo and potentially initiate further appropriate action.

Brand Usage

Branding/Collaboration

Examples

- **Exclusive** - Is described as a situation when the only brand that is visible is the NILG brand.
- **Strategic Alliances** – collaboration between two organizations to deliver a meaningful product, program, media opportunity for benefit of both parties involved, on a longer-term basis.
- **Relationship** – Activities involving multiple organizations, concurrently with the NILG brand, on an on-going basis.
- **Sponsorship** - May be characterized more in association with a specific event, or marketing of an event, as a way for the NILG to develop good will with customers and constituents.
- **Co-Branding Opportunities** -The NILG may wish to leverage the National Industry Liaison Group brand, while continuing to exert control over this valuable asset. There may be compelling reasons to permit co-branding with other entities, ILG s, organizations, and individuals. Any co-branding relationship should exist to enhance the NILG brand value, image, and performance. The relationship should produce a tangible and incremental benefit for both brands in order for co-branding to be appropriate. In the same way, The NILG may permit the use of the NILG brand; it may consider using other brands in its communications. However, it is important to control the NILG brand representations that result, and it is important to manage these relationships carefully and address co-branding issues early in the Evaluation and Approval process.
- **Tactical Collaborations**
The aforementioned examples are viewed as separate from tactical project collaborative opportunities for addressing regulatory change, government agency policies and practices, or ILG constituency issues. These situations can be addressed through a vote of the Executive Committee and/or full Board.

Disclaimer

The National Industry Liaison Group reserves the right to alter or otherwise change these guidelines at anytime, without prior notice.