



WINN FELINE FOUNDATION

For the Health and Well-being of All Cats

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Winn Feline Foundation Logo and Usage Guidelines February 7, 2010

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The use of the Winn logo for any commercial purposes must be pre-approved by Winn. A licensing agreement must be signed and approved before production of any item displaying the Winn logo. Please contact the office of the Winn Executive Director (winnfeline@aol.com) for any questions pertaining to the use of the Winn Feline Foundation logo.

The Winn logo may be licensed for use on personal or nonprofit web sites under the terms and conditions set forth below.

Non-commercial use

Winn Feline Foundation will hereby license the Winn logo for non-commercial use on web sites. The Winn logo may be used on personal or nonprofit web pages where the context in which the Winn logo is placed portrays Winn in a positive light. In addition to complying with all of the following terms, any use of the logo requires an acknowledgment of the registered trademark status and, if the use is on a web page, the logo must be used as a link to <http://www.winnfelinehealth.org>. The following language must be included in small text somewhere on the page where the Winn logo appears: "The Winn logo is a registered trademark of the Winn Feline Foundation. Used with permission."

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The logo

The Winn logo is fixed in terms of appearance and may not be modified in any way. The words "WINN" and "Feline Foundation" are part of the logo and may not be removed for any reason. The Winn logo

must be displayed in the standard colors (white text on green background, black border, and black text on a white background). Resizing is permitted so long as the original proportions are retained. Any other variation requires written approval. The Winn logo must never be reconstructed, redrawn or modified and must always be reproduced from a master original which can be obtained from Winn.

Additional restrictions

The Winn logo **may not** be displayed as the most prominent element on a web page or in any manner that implies a relationship or affiliation with, sponsorship or endorsement by Winn or that can be reasonably interpreted to suggest that the website content represents the views or opinions of Winn. The Winn logo **may not** be displayed in any manner that would suggest a product or service is a product or service of Winn or that you or your organization is endorsed by Winn.

The Winn logo is to be used in a manner to promote the goals and purposes of Winn.

The Winn logo is to be used "as is" and is not to be cut up or re-proportioned or altered without express written permission of Winn.

The Winn logo may not be used on any web page that contains or displays adult content, promotes gambling, involves the sale of tobacco or alcohol to persons less than twenty-one years of age or otherwise violates any law or regulation.

The Winn logo may not be used in a manner that is in Winn's sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to Winn.

Unauthorized use

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