BearWise Name & Logo Usage Guidelines

The name BearWise® and the BearWise logo are registered trademarks, and must be used in accordance with these guidelines.

**BearWise Name:**

**BearWise is one word, with a capital B and W.**

When listing our website, please use the capital letters:  **www.BearWise.org OR BearWise.org**

The registered trademark symbol® is required with the first or primary use of BearWise in any printed or digital materials or messaging (press releases, newsletters, blogs, etc).

- **SHORTCUT: hold Alt key + type 0174**

The BearWise brand name should **not** be altered in any way, used in a possessive form (BearWise’s), or used as a verb or in the name of a product. *Trademarks are meant to indicate the brand or source of product/information.*

Without prior review and approval, the BearWise name/logo cannot be used in any way that implies BearWise sponsors or endorses a community, group, organization, or activities of any type.

The BearWise logo/name may be used for non-commercial purposes only, such as on promotional items that encourage following BearWise guidelines or when recommending BearWise as a resource.

When BearWise is listed as a resource on another website, it should link to our home page:  **https://bearwise.org**

The BearWise logo/name cannot be used on unapproved educational or promotional materials (printed or digital), or with altered messaging (i.e. The Six BearWise Basics cannot be rephrased).

The BearWise logo/name cannot be used on unauthorized commercial products, services, advertisements, or promotions of any type.

**BearWise Logo:**

The logo cannot be altered or changed in any way. Either version of the logo can be in black or in white on solid color or simple background.

**VERSION A: without website**

![BearWise Logo Version A](image1)

**VERSION B: with website**  *To be used only when the website is not printed elsewhere on item / literature. The website needs to be clearly legible.*

![BearWise Logo Version B](image2)

**IMPROPER USE:**

The BearWise word should always be horizontal. Do not angle / tilt the logo.

![Wrong Use of Logo](image3)

Do not use logo on a background without enough contrast.