

SHERWOOD AVIATION

Terms & Conditions for the Use of the Sherwood Name and Logo

REV 10/2022

SUPERSEDES ALL PREVIOUS VERSIONS

ANY USE OF THE SHERWOOD NAME, LOGO, BADGE, OR BRANDING REQUIRES EXPRESS WRITTEN CONSENT FROM SHERWOOD AVIATION AND MUST ONLY BE USED IN ACCORDANCE WITH THE REQUIREMENTS SPECIFIED HEREIN.

The Sherwood name and logo may be used in advertising, literature, marketing materials, websites, and social media solely in connection with the marketing of Sherwood offered products and services.

The Sherwood name or logo shall NOT be used in any telemarketing, email, text, or fax campaigns, or solicitation efforts. Any exceptions must be approved by Sherwood Aviation in writing.

The Sherwood name and logo shall not be used in any manner that violates federal, state or local law.

Non-Affiliated Companies or Persons The Sherwood logo shall NOT be used on business cards, badges, apparel, physical displays, or any object or product typically used in connection with company identification or marketing. No person associated or affiliated with your company may make any representation, whether verbal, written or otherwise, that they are a Sherwood employee or are an agent of Sherwood or that your company has any official association or affiliation with Sherwood. Neither the Sherwood name nor logo may be used in any manner that would imply or leave the impression that anyone associated or affiliated with your company is an employee or an agent of Sherwood. The Sherwood logo or name may not be used in any manner that would be likely to confuse any third party as to the nature of your affiliation with Sherwood. You shall clearly state and display the name of your business and provide appropriate contact information in any medium where you use the Sherwood name or logo. Any exceptions must be approved by Sherwood in writing.

Sherwood Appointed Representatives and Strategic Partners (Non-Employee) Upon Sherwood review and approval, the Sherwood logo may be used on business cards, badges, apparel, physical displays, and any object or product typically used in connection with company identification and marketing. No person associated or affiliated with your company may make any representation, whether verbal, written or otherwise, that they are a Sherwood employee. Neither the Sherwood name nor logo may be used in any manner that would imply or leave the impression that anyone associated or affiliated with your company is an employee of Sherwood. The Sherwood logo or name may not be used in any manner that would be likely to confuse any third party as to the nature of your affiliation with Sherwood, which at all times is that of an independent contractor. You shall clearly state and display the name of your business and provide appropriate contact information in any medium where you use the Sherwood name or logo. Any exceptions must be approved by Sherwood in writing.

Sherwood Employees All Sherwood employees are required to abide by the logo and name use requirements specified herein. Any exceptions must be approved by Sherwood in writing. Upon Sherwood review and approval, the Sherwood logo may be used on employee-owned apparel, objects or products.

Sherwood Logo Graphic Requirements By requesting and receiving authorization for use of a Sherwood logo, you are agreeing to the terms and conditions herein. Upon downloading or accepting the graphic file of a Sherwood logo, you will be able to utilize the Sherwood logo only in the manner authorized by Sherwood AND as follows:

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You may only use the original versions of the logo. Do not alter the logo in any way, combine it with other graphic elements, stylize, or place it on a patterned or low contrast background.

- The area immediately surrounding the Sherwood logo must always remain clear on all sides. The size of the area can be determined by a measure equal to the distance from the top of “o” to the top of “d” or bottom of the “d” to bottom of the “AVIATION” Line. No graphic elements of any kind should intrude onto this field:



- The logo must never appear smaller than 120 pixels horizontally for digital usage or 1.5 inches for print.
- Only use black or white when color printing is not available.
- In body copy or text, do not use the Sherwood logo. Portray the word Sherwood in the same font as your body copy/text.
- When the Sherwood logo is to be represented with another dealer/partner or business logo, a black rule divider is to be placed between the logos:

Company
Logo



Company
Logo



To request the use of the Sherwood name and/or logo and to receive authorization and artwork, please email your request to: info@sherwoodaviation.com