COMPOSTING COUNCIL
RESEARCH & EDUCATION FOUNDATION
(CCREF)

TRADEMARK IDENTITY AND
LOGO USE POLICY

Adopted September 12, 2018
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The CCREF trademark, trademarks and logos are property of the Composting Council Research & Education Foundation and are fully protected under all applicable United States Intellectual Property Laws, including Copyright and Trademark Law. CCREF will issue a cease and desist letter to companies, organizations, or individuals that remain out of compliance after being notified to make appropriate changes.

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**Acknowledgements**  
The Composting Council Research & Education Foundation would like to thank those who support the organization.

**Disclaimer**  
CCREF will post the latest version of this document at [http://compostfoundation.org](http://compostfoundation.org). Prior to utilizing any CCREF logo, please check to ensure that you are familiar with the most up-to-date information available. CCREF reserves the right to modify documents prior to accepting any application for use.
1. Introduction
This document contains the trademark protection and logo use policies and procedures of The Composting Council Research & Education Foundation (CCREF). A trademark includes a distinctive mark, symbol and/or phrase (tagline) that identifies a product or service as belonging to an organization or manufacturer. Trademark protection is key to preserving the intellectual property of organizations.

CCREF’s intellectual property includes:

- CCREF trademarks and logos
- Organization and domain name(s)
- Registered trademarks/service marks
- All copyrighted material, including web content, documents, exams and videos

The trademark is an integral part of CCREF’s intellectual property and is communicated through:

- CCREF website, social media, and videos
- Advertising, promotional materials and sponsorships
- E-newsletters, press releases and other publications

It is important that the Composting Council Research & Education Foundation protects and manages the integrity of its name and logo including any representative marks and maintain its meaning, status, ethics, and integrity. These policies are general and may not cover all circumstances. If you have a question about a situation that falls outside these policies, please contact the CCREF Executive Director.

The information that follows offers guidance on the proper use of the CCREF logo and terminology and explains infringement and infractions of trademark use. It includes the importance of protecting the CCREF trademark assets. The information associated with the CCREF trademark is fully protected under all applicable U.S. Copyright and Trademark Laws. Any misuse of these logos or trademarks are subject to legal action on behalf of CCREF.

2. Using CCREF Logos
CCREF marks include but are not limited to, the following:
Only CCREF may use the CCREF logo in print or digital marketing and collateral. No individuals or companies may use the CCREF logo without prior written approval from the CCREF Executive Director or the CCREF Board of Trustees.

3. Specifications for Logo Use

3.1 General Guidelines

- The CCREF logo should never be used separately from the text provided, except where specifically authorized by CCREF in writing.
- The registered trademark may, however, be used separately from the logo in written material.

3.2 Logo Size, Colors and Sample

The logo can be reproduced up to any maximum size. Any use of the logo on materials that will be printed or produced in a large format, such as billboards, should be reviewed by CCREF, even if the item is based on a previously approved template or approval authority has been delegated.
**Colors, fonts etc.**

**Color Options:**
The CCREF marks can be used in color, or black and white. When using in color, the PMS color used must be PMS355C; the tan color inside the logo, when used for color applications, should be 4545C.

Logos shall not be cropped and must be 100% visible and legible. Additionally, minimum reproduction size recommended is ½”. When the logo is placed next to other text or graphics, the logo should have a minimum of ¼” clearance from any object, text or edge all the way around. The positive logos should be used on light backgrounds ranging from white to values no darker than 40% black. The reversed version of the logos should be used if application is on dark backgrounds from 50% to 100% value of black.

CCREF offers some variations in the logo colors: black and white logos are available for use in black and white applications and full color logos are available for use with color applications. **Note:** With most editors, CCREF color logos do not reproduce correctly when converted to black and white. Please use black and white logos provided by CCREF in these instances.

**4. Policy on Nonconformance**

If use of the CCREF trademark or logo does not conform with the requirements in this document, CCREF will provide notice, in writing via email, and guidance for bringing the trademark and logo use into conformance. If the trademark and logo use fails to be brought into conformance, CCREF reserves the right to take any appropriate action at its discretion. Nonconformance includes the use of inappropriate language, nonconforming terminology, or nonconforming logo use.