



When Can I Use the PaperChain® Logos?

If you are a free community paper publisher, you have special permission to show the association of your free community paper with the PaperChain project by using the PAPERCHAIN® word mark, the target logo, or the combination PaperChain® and target logo (collectively the “PaperChain® Logos”) in your free community paper and marketing materials, including but not limited to media kits, rate cards, stationary, business cards, and websites for your free community paper as long as you follow the:

- [Guidelines for Using the PaperChain® Logos](#) [LINK TO GUIDELINES]; and
- [Terms and Conditions for Using the PaperChain® Logos](#) [LINK TO TERMS].

By using the PaperChain® Logos, you indicate your agreement to be bound by the [Guidelines](#) [LINK TO GUIDELINES] and the [Terms and Conditions](#) [LINK TO TERMS] below. If you don't agree to them— do not use the PaperChain® Logos.

Why Use the PaperChain® Logos?

The PaperChain® project was initiated to represent more than 3,000 free community papers, like yours, nationwide to help their publishers compete fairly with larger media like daily newspapers. The PaperChain, LLC board works with your local association and 12 other [community paper associations](#) [LINK TO PAPERCHAIN® ASSOCIATION LIST] to improve the quality, standards and verification of free community papers like yours. The PaperChain, LLC board works to increase national recognition of the unique reach and penetration of advertising appearing in free community papers. When advertisers see the PaperChain® logo in your paper – they immediately identify your paper as meeting national standards for community papers and having the unique reach and penetration that makes it easy for advertisers to “buy local” in a free community paper.

Guidelines for Using the PaperChain® Logos

If you are a publisher of a free community paper and belong to one of our associations, then you are eligible to and should display the PaperChain® logo in a highly visible location in your paper. Examples include:

- Adjacent to the name plate
- Bottom right-hand corner of the front page
- Adjacent to the masthead.
- In your media kit
- On your rate card.
- On your stationary.
- On business cards for your sales staff.

How to Use the PaperChain® Logos?

The PaperChain® Logos are most powerful when used correctly. Improper use may reduce the overall effectiveness of the PaperChain® project.



DO's:

- Do train your sales staff who call on advertisers and your telephone sales staff so they understand the meaning of the PaperChain® Logos and how to “sell it”
- Do use an ® trademark designation whenever you refer to the PaperChain® project
- Do use an ® trademark designation whenever you use the PaperChain® target logo

DON'Ts:

- Don't insert other words into the PaperChain® logo
- Don't insert the target logo between “Paper” and “Chain”
- Don't stack the target logo on top of the PaperChain® word mark
- Don't use the PaperChain® marks in or as a part of your paper's name or logo
- Don't use “PaperChain” as a noun or a verb—only as an adjective, for example, “I'm a PaperChain publisher” NOT “I'm in PaperChain”
- Don't use the PaperChain® Logos without agreeing to the PaperChain® license
- Don't use the PaperChain® logos to endorse or affiliate with another business

[NOTE: add graphics of “Don't” examples from style sheet here]

Terms and Conditions for Using the PaperChain® Logos

1. License Eligibility. To qualify for this License, you must be a member in good standing of one of the [PaperChain® community paper associations](#) [LINK TO PAPERCHAIN® ASSOCIATION LIST] which are members of PaperChain, LLC. PaperChain, LLC shall have sole discretion to determine whether you meet this criteria for eligibility.
2. The License. Subject to the following terms and conditions, PaperChain, LLC grants free community paper publishers in good standing (as defined in Paragraph 2 below) a limited, non-exclusive, non-transferable, royalty-free, fully paid-up, worldwide license to show the association of their free community paper with the PaperChain® project by using the PAPERCHAIN® word mark, the target logo, or the combination PaperChain® and target logo (collectively the “PaperChain® Logos”) in a free community paper, and in marketing materials, including but not limited to, media kits, rate cards, stationary, business cards, and websites for such free community paper (collectively, the “License”).
3. Use Guidelines. Your use of the PaperChain® Logos must be in strict compliance with the above [Guidelines for Using the PaperChain® Logos](#) [LINK TO GUIDELINES], which may be amended from time to time.
4. Review Process. Upon request, you shall supply PaperChain, LLC, at no cost and with no obligation to return, suitable specimens of your use of the PaperChain® Logos to verify your compliance with this License. If at any time your use of the PaperChain® Logos does not conform to the terms and conditions of this License in PaperChain, LLC's sole opinion, PaperChain, LLC shall have the right to request that you modify or terminate your use, and you agree to comply with PaperChain, LLC's request within seven (7) days after it was made.



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