



Camp Gives Kids a World of Good® Logo Use Requirements

- I. All member and accredited camps and business affiliates of the American Camp Association have the privilege of non-commercial use of this mark in any application provided you to do the following:
 - A. You sign an "Agreement of Understanding" regarding the use of the mark
 1. There are specific agreements for
 - a. all ACA member and accredited camps (except business affiliates)
 - b. business affiliates
 - c. local offices of the association
 - B. You DO NOT alter the mark in any way.
 1. To claim ownership of this mark, we must strictly enforce the integrity of the mark.
 2. We cannot expect the public to recognize it as belonging to ACA if we alter the mark.
 - a. Do not alter the mark by cutting it apart to insert your camp or section name.
 - C. You DO NOT generate a profit from the use of the mark.
 1. Noncommercial use by ACA accredited and member camps (except business affiliates) is defined as not going outside your organization. In other words, any profits that might be made from the sale of items containing this mark are considered non-commercial as long as the organization's name also appears on the item and the item is sold only on your premises.
 - a. If a member wishes to generate a profit beyond what is described in #1 above, the member must negotiate a Merchandise Licensing Agreement with the association.
 2. Noncommercial use by business affiliates means promotional use only.

- a. If a member wishes to generate a profit beyond what is described in #2 above, the member must negotiate a Merchandise Licensing Agreement with the association.
3. Noncommercial use by local offices means promotional use only.
 - a. Resale items must include the ACA local office's name also.
 - b. ACA, Inc. reserves first rights to produce and sell merchandise carrying this mark at ACA National Conference and ACA regional conferences.
 - c. Local ACA offices must request permission from ACA, Inc. to sell products carrying this mark if the ACA local office name is not also included on the product.
- II. Any person or organization regardless of membership in the association may be licensed to resell merchandise carrying this mark if they negotiate a Merchandise Licensing Agreement with the association.
 - A. Merchandise Licensing Agreements are available from ACA, Inc.

For more information, read the Camp Gives Kids a World of Good® section of [ACA's Graphic Identity Standards Manual](#).