Dog Aging Project Proud Supporter Logo Usage Guidelines

What is a proud supporter?

A Proud Supporter of The Dog Aging Project is an organization, business, club, group, or entity that shares information about the Dog Aging Project to its members, volunteers, supporters, and community with the goal of raising awareness about the research study, the need for more dogs to be enrolled, and information showing where interested participants can learn more.

Proud Supporter Logo General Use

- The Proud Supporter logo is a service mark of The Dog Aging Project. It is to be understood that the Proud Supporter Logo is to be used in good taste for purposes that are compatible with and complementary to the mission of The Dog Aging Project.
- If displayed digitally, the contents of the website where the logo is being used must meet these same standards.

Displaying the Proud Supporter Logo

- The Proud Supporter Logo may be displayed in various ways, including:
    - **Digital –** The Proud Supporter Logo may be displayed electronically on a Supporter's website, email signature block, e-newsletter, and other similar digital formats. If using digital logos, please feel free to provide a link to the Dog Aging Project.

    - **Print –** The Proud Supporter Logo may be printed on a Supporter's event program, newsletter, or print advertisement or other locations within reason.
- The Proud Supporter Logo should **NOT** be used in connection with a specific commercial product or service – thereby serving as an endorsement or implied endorsement.

Proud Supporter Logo Usage Guidelines



[Get Logo Here]

- The original Dog Aging Project logo is a proprietary service mark of The Dog Aging Institute and may not be used without written permission.
- The Logo must be used exactly as shown here, with no changes or alterations, including but not limited to changes in: color, proportion, clear space, or design.
- The Logo may not be animated, morphed, or otherwise distorted in perspective or appearance.