



BRAND

USAGE

GUIDE

INTRODUCTION

You are associated with a group of dynamic people who share a passion and commitment to providing the best training, education, and leadership for the outdoor recreation community.

Collectively, we have the power to build the National Ski Patrol (NSP) brand by sharing a clear, consistent, common understanding of NSP and how it evolves moving forward. Our brand is more than our name or logo; it's who we are and what we do. It's our organization's most valuable asset.

The NSP brand is valuable because it stands for so much more than our services or memberships—it is a promise we must always deliver, and it must be noticed in everything we do as patrollers, leaders, and educators. By embracing one brand message, we will be a stronger, more successful team going forward.

There is a dynamic relationship maintained between ski patrollers and the community of outdoor enthusiasts. Words are often inadequate in expressing the depth of gratitude that a skier has when being safely delivered to the village for emergency care. In an effort to bring this connection together on a more consistent level, we developed the positioning statements in this guide to show how our mission is fulfilled through our interactions with the people in these key groups.

At the center of these relationships is the NSP, and our actions will always reflect the overall vision, mission, and core values of the organization. The board of directors, and all NSP leadership with whom we organize our efforts are very important to deliver the overall mission. This reflects just how important every member is in the equation. Every message reaches our corporate partners, members, and the on-mountain community through different channels, so it is important to make sure we are all consistently communicating what NSP and being a patroller is all about.

Please refer to this document for reminders on what we collectively stand for as a unified organization.

Tim White
Executive Director

Burt Mitchell
National Chairman

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NATIONAL SKI PATROL

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WHAT IS A BRAND?

A BRAND IS A PROMISE AND A FEELING. IT'S THE FIRST THING THAT COMES TO MIND WHEN PEOPLE THINK OF A PRODUCT, COMPANY, OR ORGANIZATION.

As a member of the NSP family, you are a part of what makes the NSP brand so great. When we all understand the principles of branding, it will help us work to improve and grow the perception of all patrollers as a vital part of the public's outdoor pursuits.

Over the years, our organization's brand and logo have not been consistent, causing confusion as to what the NSP is all about and what we are working so hard to build—service and safety for outdoor enthusiasts. We are looking to everyone in the NSP organizations, including patrollers, administration, and educators, to help us bring our brand and identity back together.

This style guide is a tool for you, and identifies the NSP brand, values, and graphic attributes that define the organization and our brand. When sharing the NSP message of safety and education with the world, please use this document as the rule and guide for those conversations and visual representations.

BRAND IMPLEMENTATION PRINCIPLES

In order to build the NSP brand and deliver on its promise:

- All public-facing applications (t-shirts, posters, etc.) must have a consistent and unified brand identity in their execution and delivery.
- The perceived value and benefits of the NSP brand must never be compromised by inconsistent experiences, language, or visual presentation.

THE FIVE METRICS OF A STRONG BRAND

1. Consistent recognition of the organization's core strengths through all brand elements.
2. High level of recall of key brand attributes.
3. Differentiation between the brand and competition is clear.

4. The brand represents something that is a tangible service or product.

5. The brand is perceived as relevant and accessible to key constituent groups.

THE THREE TOUCH POINTS OF A BRAND

1. Behavior

Brand behavior comprises the preferred forms of conduct we display toward our customers, the public, our partners, the organization, and one another. It must permeate everything we do and say—from t-shirts and posters to the way we take care of customers on the mountain. These actions build our brand in every context, be it corporate, retail, social or personal. Our words and deeds must always reinforce our brand promise, creating and sustaining the ideal brand experience for all who come in contact with the NSP.

2. Appearance

This consists of the “look and feel” of our brand, and applies to a wide range of graphic applications, including advertising, brochures, posters, stationery, logo identity, and color palette. It's essential that these elements are standardized and used in a consistent manner, whether independently or in combination, in order to clearly and recognizably express our brand positioning.

3. Language

The “tone” or “voice” we use impacts our organization's entire system of communications—from posters, taglines, and mission statement to internet content, press releases, and e-mails. This “tone” shapes every message NSP sends. As with our “appearance,” these varied expressions must be consistent across all media, serving as the recognizable and official voice of the brand.

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NATIONAL SKI PATROL OVERVIEW

VISION STATEMENT

The National Ski Patrol is a member-driven professional organization of registered patrols striving to be recognized as the premier provider of training and education programs for emergency rescuers serving the outdoor recreation community.

MISSION STATEMENT

The National Ski Patrol is a member-driven professional organization of registered ski patrols that supports its members and the public through education and training in:

- *Outdoor Emergency Care;*
- *Avalanche safety;*
- *Slope safety programs;*
- *Transportation;*
- *Instructor Development; and*
- *Leadership.*

HISTORY

NSP has a long and storied history, starting over 70 years ago. You are a part of that history as a member and supporter of the organization. Wear your NSP shield with pride, knowing that the generations that came before set the stage for a level of service and safety that is unparalleled in the industry.

In March 1938, while officiating a ski race at Mt. Mansfield in Stowe, Vt., Roger F. Langley, then president of the National Ski Association, had an industry-changing idea. Langley was so impressed by the organization of the Mt. Mansfield Ski Patrol that he asked its founder and leader, Charles Minot “Minnie” Dole, if he would organize a national patrol like the one at Mt. Mansfield. Not one to shy away from a challenge, and having lost a friend on the slopes two years earlier, “Minnie” accepted, and the NSP was born.

During World War II, Dole also helped establish the 10th Mountain Division. At the time, the NSP was the only civilian organization authorized to screen applicants for the military, with many ski patrollers among the first to sign up. These men later went on to develop several major ski areas after the war, including Aspen and Vail, helping to grow the nascent American ski industry. In 1980, the NSP was granted a federal charter by the U.S. Congress.

Today, as a nonprofit, NSP continues to adhere to the creed of “Service and Safety” established in the 1930s. However, as the industry has evolved, so too has the NSP. The emergence of new snow sports like snowboarding, tubing, and snow-skating has introduced new equipment and terrain, requiring new safety and rescue techniques and emergency care methods to be developed and taught. In addition, greater access to the backcountry has brought new training and regimens for NSP members.

As the “Gold-Standard in Mountain Safety and Rescue,” the NSP is dedicated to serving the public and outdoor recreation industry by providing education and accreditation to emergency care and safety service providers. You are a part of an organization that is made up of more than 28,000 members serving over 600 patrols, including alpine and nordic patrollers. Together, we work on behalf of local ski and snowboard areas to improve the overall experience for all outdoor recreationalists.

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NATIONAL SKI PATROL OVERVIEW

The NSP board of directors, staff, educators, divisions, patrols and patrollers, all have many similarities. Among these are a set of Core Values that enable us to create an organization that will achieve its mission and help everyone deliver the best possible service and safety to all outdoor enthusiasts.

CORE VALUES

Excellence

Creating a distinction of quality that surpasses the standard of performance for emergency rescuers serving the outdoor recreation community.

Service

Providing the public with a beneficial value by encouraging, promoting, and practicing superior knowledge and skills of outdoor first aid and safety.

Camaraderie

Establishing an exclusive alliance and community among active members, alumni, and affiliates through friendship, partnership, and a common bond.

Leadership

Instituting a positive social influence of snow sport safety and outdoor emergency care through communication, demonstration, and teaching.

Integrity

Upholding actions, values, methods, and principles that produce outcomes reflected by a sound moral character.

Responsiveness

Reacting quickly and positively to the public with care and concern.

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BRAND PLATFORM

POSITIONING

It helps, when representing an organization made up of so many different people, to have a defined position in the market relative to any competition and the services and/or products that are being offered. This is the simple position statement that encapsulates NSP in this manner:

NSP is the leader in education, training, and the organization of volunteer and professional ski patrollers in the world.

TARGET MARKET

When you, as a representative of the NSP, develop materials (t-shirts, posters, etc.) that represent ski patrollers or events by and for ski patrollers, it is important to keep in mind who the messages are targeting in order to reach our common goal. The NSP has two target markets—reaching both groups simultaneously and with equal importance.

All outdoor emergency rescuer employees and volunteers, including future ski patrollers and volunteers.

Ski area visitors and the general outdoor recreation public.

VALUE PROPOSITION

When the NSP promises service and safety, that's exactly what you'll get. We're dedicated to ensuring that NSP patrollers are educated and prepared, so that they'll provide unparalleled service to outdoor enthusiasts.

MEMBERSHIP

NSP offers the best education for the new and seasoned outdoor emergency rescuer, delivering unparalleled knowledge and service to the membership. This allows members to be more effective in saving lives and keeping the public safer.

PUBLIC

NSP educates and develops outdoor emergency rescuers, ensuring unparalleled safety and service to outdoor enthusiasts so their experience in the outdoors is fun and safe, and they return season after season.

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BRAND PLATFORM

BRAND PERSONALITY MESSAGES

This is who we are. We understand our audience and who we serve. These key talking points are for you to use while on the mountain, recruiting or creating collateral for an event.

- *Work hard, train hard.*
- *It takes commitment and discipline to be ski patrollers.*
- *We are professionals in our field, always acting as such.*
- *We play as hard as we work, and love what we do.*
- *Superior education for the patroller = Superior safety for the public.*
- *NSP is comprised of leaders in outdoor safety, education and training.*
- *Patrollers make the outdoors safer for everyone.*
- *Teaching, leading, helping people across the country and the world—not just in your backyard. The public can expect the same high-level service at any NSP–patroller mountain.*

TAGLINES:

In an effort to communicate, in the simplest terms possible, we have developed taglines over the years that represent the NSP vision, mission, and value proposition to specific audiences.

These are suggested to be included as part of your messaging when creating posters, t-shirts, or otherwise publicly–exposed NSP–branded material.

- *The Gold Standard in Mountain Safety and Rescue Since 1938*
- *The world leader in outdoor safety since 1938*
- *The world leader in training Outdoor Emergency Care specialists since 1938*
- *Legendary Mountain Safety and Rescue since 1938*

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BRAND ELEMENTS

NAME

Preferred usage and consistency are essential when NSP is referenced in all communications. This method of branding is consistent with the standard rules and practices outlined in this document. Please adhere to these guidelines when referencing the organization.

- *National Ski Patrol; or*
- *National Ski Patrol System, Inc.*

It is acceptable to use the acronym “NSP” in communication materials when it follows the full spelling of the name options as shown above.

COLORS

A specific color scheme helps give an organization a unique personality and make it stand out, both on the mountain and in the minds of employees and partners. While some colors reflect a certain geographical connection (i.e. red, white and blue), others are used for their more cultural influences.

In the NSP’s case, yellow and black are additional colors that represent significance for NSP and the industry that we serve. Next to the color names, you’ll find some of the thinking behind these selections, as well as the formal specifications for all usage of these colors.

NSP Red

- *Stimulating*
- *Passionate*
- *Exciting*

PANTONE 186
CMYK 0, 100, 81, 4
RGB 227,24,55
HEX E31837

NSP Blue

- *Energetic*
- *Vibrant*
- *Electric*

PANTONE 294
CMYK 100, 58, 0, 21
RGB 0, 85, 150
HEX 005596

NSP White

- *Pure*
- *Clean*
- *Airy*
- *Glistening*

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFFFF

NSP Yellow

- *Cheerful*
- *Energizing*
- *Friendly*

PANTONE 116
CMYK 0, 16, 100, 0
RGB 255, 210, 0
HEX FF0200

NSP Black

- *Strong*
- *Classic*
- *Sophisticated*
- *Powerful*

CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX 000000

Pantone Matching System (PMS) is a registered trademark of PANTONE®, Inc.

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BRAND ELEMENTS

LOGOS

A logo, or “mark,” is the visual representation of an organization’s brand. Through style, color, and graphic elements, a mark defines the team’s personality. Often the most visible element of the brand, the logo must be protected and used consistently by everyone in order to maintain the value that brand offers.

The NSP is a world-renowned organization that represents a tradition of excellence.

Appropriate use of our logos is an important part of maintaining that image.

Whether it’s displayed in a brochure, an ad, or on a member’s jacket, the NSP logos should always look right, look professional, and be consistent. In order to do that, we all need to work together.

The guidelines provide specific information regarding size, color, spacing, and background treatment of the logos—virtually everything that will help you use the NSP logos in a clear, consistent manner.

Alterations to these specifications are prohibited without the consent of the NSP.

Primary logo



NSP_pri_c

Secondary logo



NSP_sec_c

Additional logo



OEClogo_c

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BRAND ELEMENTS

LOGOS CONTINUED

PROPER USE OF THE NSP PRIMARY LOGO

The NSP Primary logo should be used in all forms of communication. It is the main identifier of the NSP and the most recognizable logo in the family of logos.

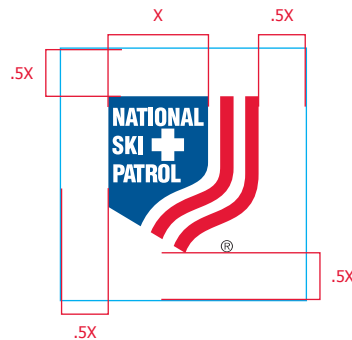
ACCEPTED COLOR VERSIONS

The NSP logo can be reproduced in one color, either solid black or NSP Blue; or in two colors—NSP Blue and NSP Red.



CLEAR SPACE

To ensure no graphic element or typography crowds the logo and reduces legibility, always allow for the proper amount of clear space around the logo.



TRADEMARK IDENTIFIER

To signify that the NSP is a registered trademark, the ® should remain in the same relative position and size as shown below.



MINIMUM SIZE

To maintain the integrity of the logo's appearance, do not reproduce the logo smaller than the .375" width indicated below.



PRINTING ON A DARK BACKGROUND

The NSP logo has a white background field on which the logo prints in its positive version. Shown below are the only accepted uses of the NSP logo on a dark background. On backgrounds of 50 percent or greater value of black, the reverse (_rv) versions should be used.



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BRAND ELEMENTS

LOGOS CONTINUED

PROPER USE OF THE NSP SECONDARY LOGO

The NSP Secondary logo should only be used in two situations—in marketing and editorial applications when recognizing the history of the NSP, and on merchandise. **It must always be used in conjunction with NSP Primary logo.**

ACCEPTED COLOR VERSIONS

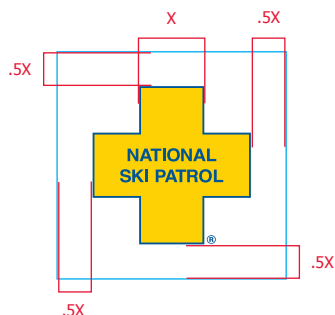
The NSP Secondary logo can be only be reproduced in its two color version—NSP Blue and NSP Yellow.



NSP_sec_c

CLEAR SPACE

To ensure no graphic element or typography crowds the logo and reduces legibility, always allow for the proper amount of clear space around the logo.



TRADEMARK IDENTIFIER

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MINIMUM SIZE

To maintain the integrity of the logo's appearance, do not reproduce the logo smaller than the .375" width indicated below.



PRINTING ON A DARK BACKGROUND

The NSP Secondary logo has a blue stroke around the outside and blue ® mark that must be visible against the background. Use your best judgement when placing the logo to ensure full visual impact.



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PROPER USE OF THE OEC LOGO

The OEC logo should only be used in when describing the Outdoor Emergency Care Program of the NSP. **It must always be used in conjunction with NSP Primary logo.**

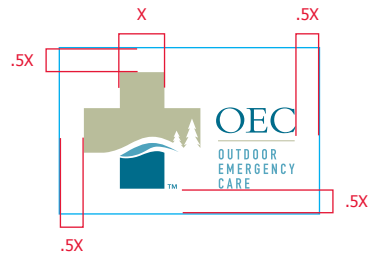
ACCEPTED COLOR VERSIONS

The OEC logo can be reproduced in it's three color or black and white versions.



CLEAR SPACE

To ensure no graphic element or typography crowds the logo and reduces legibility, always allow for the proper amount of clear space around the logo.



TRADEMARK IDENTIFIER

To signify that the OEC is a registered trademark, the TM should remain in the same relative position and size as shown below.



MINIMUM SIZE

To maintain the integrity of the logo's appearance, do not reproduce the logo smaller than the .375" width indicated below.



PRINTING ON A DARK BACKGROUND

Because of its floating type and negative space elements, the OEC logo looks best when placed on white or light backgrounds. Altering the logo with white or colored strokes to make it more visible on dark backgrounds is not permissible. If the logo must appear on a dark background, place it in a white box and follow the "clear space" rules.



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INCORRECT LOGO USAGE

Shown are examples of the most common mistakes made when using the NSP Primary logo. Though not shown, the same rules apply to the Retro and OEC logos when applicable.



The NSP logos are registered trademarks; thus, it should never appear without the ® in its specified position.



The NSP logos are a complete unit. Do not use partial elements of the logo by themselves.



Do not alter the background color of the logos.



Do not place the NSP logo over other graphics or backgrounds that hinder legibility.



Do not alter the black and white elements in the bw version of the logos.



Do not use the "old" version of the logo with the yellow cross.



Do not vary the colors or the arrangement of colors specified for the NSP logos.



Do not print the NSP logo without using the white background as part of the logo.

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BRAND ELEMENTS

FONTS

Proper branding is achieved through all levels of visual communication, including fonts. Though subtle at first glance, fonts have unique characteristics that give them their individuality. Tahoma, Times New Roman and Melior are the official fonts of the NSP, and were selected because of their bold, fresh, clean, and powerful appearance, and because of their broad availability across most digital platforms and operating systems. The combination of serif and sans-serif formats provides a visual separation of messaging within all written communications.

Select from any of the following Tahoma fonts when setting headlines, subheads, phone numbers, web addresses, and any descriptive type smaller than 9 point.

Tahoma

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+[]\;',./{}|:"<>?

Tahoma Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+[]\;',./{}|:"<>?

Select from Melior or Times New Roman fonts when setting body copy and descriptions.

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+[]\;',./{}|:"<>?

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+[]\;',./{}|:"<>?

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&()_+[]\;',./{}|:"<>?*

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+[]\;',./{}|:"<>?

Melior Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+[]\;',./{}|:"<>?

Melior Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+[]\;',./{}|:"<>?

Melior Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&()_+[]\;',./{}|:"<>?*

Melior Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+[]\;',./{}|:"<>?

I WHAT IS A BRAND

- BRAND IMPLEMENTATION PRINCIPLES
- THE FIVE METRICS OF A STRONG BRAND
- THREE TOUCH POINTS OF A BRAND

II NATIONAL SKI PATROL OVERVIEW

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- NAME
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- **FONTS**
- POLICIES AND PROCEDURES
- DIVISIONS, PATROLS AND PATROLLERS
- LOGO USE GUIDELINES

NATIONAL SKI PATROL

133 S. Van Gordon Street, Suite 100
Lakewood, CO 80228-1703

Phone: 303.988.1111
Fax: 303.988.3005

www.nsp.org

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BRAND ELEMENTS

POLICIES AND PROCEDURES

Use of Name

- The wording “National Ski Patrol System, Incorporated” is used on all appropriate documents. The common usage of the organization’s name is “National Ski Patrol” or “NSP.”
- The phrase “National Ski Patrol” is a registered trademark of the National Ski Patrol System, Incorporated
- All trips, excursions, etc., organized by members or units of the NSP which are advertised as “NSP” or “Ski Patrol” sponsored and/or which claim to be tax deductible under the rules of the Internal Revenue Service must have the written approval of the National Chair or Executive Director to be so sanctioned.

Trademarks and Logos

The National Ski Patrol holds the following trademarks registered with the Commissioner of Patents, United States Patent and Trademark Office:

- The words “National Ski Patrol.”
- The gold cross with blue outline.
- The words “Outdoor Emergency Care” and the acronym “OEC.”
- The words “Ski Patrol Magazine.”
- The words “Outdoor First Care.”
- The NSP shield logo.
- The NSP shield logo is the official logo of the NSP for use on all printed and promotional materials.
- The national office administers and regulates the use of the NSP trademarks and logos. No subunit, member, or other person may use NSP trademarks or logos except in accordance with these guidelines and as authorized by the national office.

- The national level of the NSP has exclusive rights with respect to the use of NSP trademarks and logos for commercial purposes. No subunit, member, or other person may use NSP trademarks or logos for commercial purposes without prior, express, written consent of the NSP Executive Director.
- NSP subunits may use NSP trademarks and logos within the geographic area of the subunit for noncommercial purposes, including letterhead and business cards, identification of NSP national programs, and fundraising purposes. In all such cases, the following rules apply: (1) the mark or logo may not be augmented, distorted, defaced, or altered in any way, including the substitution of colors; (2) all uses must be consistent with good taste and common sense; and (3) any fundraising efforts must be confined to the specific geographic area of the subunit. Any subunit desiring an exception to this policy must submit a written request detailing the proposed use, including a diagram of any piece which includes an NSP mark or logo, to the Executive Director.
- No subunit, member, or other person may make changes to existing marks or logos, or create new marks or logos to symbolize national programs or the national organization, without the prior, express, and written consent of the Executive Director.
- The NSP will vigorously enforce its rights with respect to trademarks, logos, and other intellectual property, regardless of who infringes those rights. Members who observe possible unauthorized use or infringement of NSP rights are requested to notify the national office, and, if possible, forward a copy of the questionable material(s) to the national office, together with a note regarding the place and kind of material in which the mark or logo was used. The Executive Director will investigate the matter, and undertake appropriate action. Litigation against offenders may be initiated at the direction of the board of directors or the executive committee.

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BRAND ELEMENTS

POLICIES AND PROCEDURES CONTINUED

Copyrights

- NSP holds and retains copyrights in a variety of informational and educational publications, including manuals, textbooks, workbooks, posters, videos, and electronic items.
- No part of any NSP copyrighted materials may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means—electrical, mechanical, photocopying, recording, or otherwise—without the prior written permission of the Executive Director.
- Anyone seeking to use any part of NSP publications in proposed publications, films, or electronic media must make application to the Executive Director. The application must include a description of the proposed use, whether the publication will be sold, and how many copies of the publication are to be made.
- The NSP will vigorously enforce its rights with respect to copyrighted and trademarked materials, logos, and other published materials, regardless of who infringes those rights. Members who observe possible infringement of NSP rights are requested to notify the national office, and, if possible, forward a copy of the questionable material(s) to the national office, together with a note regarding the place and kind of publication in which the material was published. The Executive Director will investigate the matter, and undertake appropriate action. Litigation against offenders may be initiated at the direction of the board of directors or the executive committee.

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DIVISIONS, PATROLS, AND PATROLLERS LOGO USE GUIDELINES

As a major part of the NSP team, divisions play a crucial role in maintaining a consistent platform for the NSP to reach patrols, individual patrollers, and the general public. In an effort not to confuse any of these groups, we need to work together to clearly communicate that we stand together to provide everyone a safe and enjoyable atmosphere.

DIVISIONS SHOULD USE THE NSP NAME AS FOLLOWS:

When referencing individual divisions or patrols, refer to them the first time in a communication as such:

- (Division Name) of the National Ski Patrol, or
- (Division Name), National Ski Patrol, or
- (Division Name), NSP

Examples:

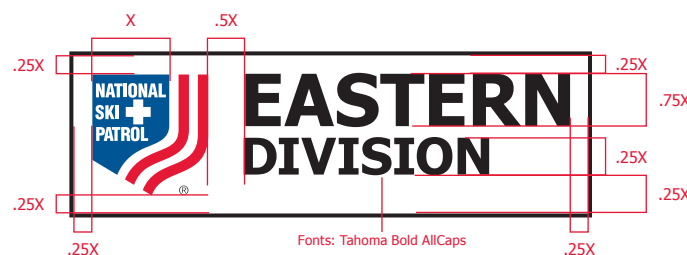
- Northwest Division of the National Ski Patrol
- Northwest Division, National Ski Patrol
- Northern Division, NSP

Once the introduction of the division is made and establishes it as an official NSP division, it is acceptable to refer to the division on it's own.

- The NSP logo should always be represented on the **LEFT** side of the division logos or names, if a logo is unavailable.
- The NSP logo should always be proportionate to the division logo or name, matching vertical height so both are represented equally.
- The distance between the NSP logo and the division logo/name will be measured by the width of the blue section of the NSP shield, as shown in the example.
- The surrounding black box will be exactly half of distance between the logos. This is measured from the top, bottom, and either side of the logo combination.

Examples:

- Type treatments



- Logo treatments



A FEW OF THE GREAT REASONS FOR USING THESE GUIDELINES:

- Uniformity toward a central goal—service and safety.
- Consistency for all partners and customers.
- Scalable representation for all different applications.

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Thank you for adhering to the NSP brand standards.
Your efforts will help to ensure that we build a cohesive
image for our organization now and into the future.

FOR QUESTIONS REGARDING THESE GUIDELINES, PLEASE CONTACT:

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