

MNCREW LOGO USE POLICY

MNCREW Members in good standing are permitted to use the MNCREW logo on their letterhead, business cards, brochures, website, electronic email signature, and professional business materials related to their practice in accordance with this MNCREW Logo Use Policy ("Policy"). Use of the symbol **must** be accompanied by a tagline that reads, "Member of Minnesota Commercial Real Estate Women. No other use of the symbol may be made without approval by the Organization's Executive Committee and Board of Directors. Using the MNCREW logo shows your clients, employers and peers that you are deeply committed to your profession and the advancement and success of women in the commercial real estate professions.

While MNCREW does encourage its Members to make use of this benefit, the logo must be used responsibly. Please adhere to the following rules of logo use:

- The MNCREW logo is always to be used in its original proportions, colors and include the words "Minnesota Commercial Real Estate Women." Never condense, expand or otherwise distort the logo beyond its original proportions and color palette.
- A minimum clear space should be maintained around the logo at all times, online and in print, to ensure its visibility and protect its integrity. A simple rule for determining the appropriate clear space regardless of logo size is 1/8 the width of the icon.
- Use the tag line for your membership in conjunction with the logo. "Member of Minnesota Commercial Real Estate Women.

The logo is the most important carrier of the MNCREW identity. It is important to use the logo (graphic icon) and logotype (typeset text below the icon) consistently and in its entirety.

Any Member whose membership is terminated or not renewed for any reason must immediately stop using the MNCREW logo. Such former Member shall be responsible for any costs associated with ceasing use of the MNCREW logo.

By using the MNCREW logo, Members agree to follow the terms of this Policy. MNCREW reserves the right to changes the terms of this Policy at any time. In addition, MNCREW reserves the right to withdraw the right to use the MNCREW logo at any time and for any reason.