

BRANDING GUIDELINES

All showcase collateral and materials must be reviewed and approved by the National Park Service.
Please submit your materials to techshowcase@autosinnovate.org no later than September 8, 2023.

Below are helpful guidelines for submission, but collateral will be reviewed on a case-by-case basis.

Logos and Company Name

Signage, Displays, and Handouts

All logo and corporate name usage must comply with the rules and regulations established by the National Park Service, which includes:

- All printing of a corporate logo and or company name on a sign, backdrop, banner, table skirt or handout must include the official event logo.
- The official event logo must be at least $\frac{2}{3}$ larger than any corporate logo on all signage and materials.
 - *Example: If the event logo is horizontal and the corporate logo is vertical, then the event logo has to be $\frac{2}{3}$ larger vertically.*
- The frequency of corporate logos or other related materials (ex. Branded machinery, websites, and corporate logos) will appear equally to the event logo.

Slogan(s)

No slogans or taglines can be used that are not neutral or are unable to be proven. NPS will ask for supplemental materials to prove any slogan or tagline claims on a case-by-case basis.

Marketing and Sales

No materials should promote the buying and selling of any item. Any product or company handout should focus on the specifications or community contributions (ex., Workforce, environment, efficiency, or innovation).

Multimedia

Websites & Links

All signage listing a website, QR codes or links to videos must adhere to National Park Service rules on marketing and sales. Links should direct visitors to the home page or specification pages. QR codes should link to home pages, specification pages or community contributions information.

Videos

All videos will be reviewed by the National Park Service for compliance. Videos that include corporate logos or corporate names must include the main event logo embedded in the video or placed as a sign near the monitor displaying the video. Auto Innovators will provide event logo files during sponsorship conversations.

Exclusions include: names on products, apparel worn in the video, or building with the corporate name in the video. Videos shall not include written/spoken slogans, sales, or marketing pitches.

Giveaways

Corporate branded giveaway items are welcome. Some examples may include: a ball, shirt, tote, chapstick, pens, notepad, hats, stickers, coloring books, or mugs. **All giveaways must be of nominal value to comply with government gift giving limitations.**

The event logo is not required on giveaway items.

Staff Apparel

Staff may wear their branded apparel. The official event name and/or logo is not required.