

Panhandle Frontier Finds – Logo Use & Merchandise Licensing Policy

Effective Date: January 6, 2026

Purpose:

This policy protects the integrity and consistency of the Panhandle Frontier Finds (PFF) brand while allowing approved vendors to create and sell officially licensed PFF-branded merchandise.

Who May Use the PFF Logo

Only licensed and approved PFF vendors may use the PFF logo, name, or brand elements on merchandise. Written approval is required before production begins.

What Requires a License

A license is required for any item displaying the PFF logo, PFF name, PFF-branded phrases, or designs implying official affiliation. Examples include shirts, hats, sweatshirts, mugs, stickers, signs, tote bags, and souvenirs.

Approval Process

Vendors must submit a request form including a product description, artwork or mockup, proposed retail price, and sales location(s). Upon approval, vendors receive official logo files and a licensing agreement. Licenses are valid for one year and must be renewed annually.

Branding & Conduct Requirements

Vendors must use official, unaltered logo files; keep the logo clear and readable; use approved colors or black-and-white versions; and represent PFF respectfully and positively. The logo may not be used with political, vulgar, offensive, or controversial content.

Quality Expectations

Merchandise must be family-friendly, professional, and appropriate for community use. PFF may revoke approval if items reflect poorly on the organization.

License Fee

Flat Annual Licensing Fee: \$50

- Payable online through the Oregon Trail Community Foundation
- Includes a complimentary **1/8-inch advertisement** in the Panhandle Frontier Finds Trail Guide
- Vendor retains all merchandise profits
- Licenses are valid for one year and must be renewed annually.

Required Credit Statement

All licensed merchandise or packaging must include: "Officially Licensed Panhandle Frontier Finds Merchandise"

Prohibited Use

Vendors may not claim to officially represent PFF; resell or distribute logo files; allow unapproved third parties to use the logo; or use the logo on alcohol-related, drug-related, political, or inappropriate merchandise.

Enforcement

Unauthorized use may result in written notice, loss of vendor privileges, removal from future events, and/or possible legal action. PFF may update this policy at any time.

Agreement Acknowledgment

I understand and agree to comply with the Panhandle Frontier Finds Logo Use & Merchandise Licensing Policy.

Vendor Name: _____

Signature: _____

Date: _____