

**Logo Usage:** Entries using a National Beta logo should follow the approved logo usage guidelines. Judges and coordinators may apply deductions at their discretion based on the severity of any logo alteration, modification, or misuse.

Look for improper usages like the examples below:

**DO NOT** recolor the logo in any way, or add additional colors to the logo.



**DO NOT** crop, edit, or remove any elements of the logo. **DO NOT** combine the Insignia and Shield logos.



**DO NOT** skew, bend, stretch, or rotate the logo in any way.



The National Beta word mark and our official JW are **NOT** available for use.

National**BETA**

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Other Boston Terrier portrayals are allowed, however, the official JW or any Boston Terrier with likeness to the official JW are **NOT** available for use.



# LOGO USAGE

## Club Trading Pin & Apparel Design Competitions

### DO



Use the approved colors of Beta logos: black, white, or gold.



Use the approved logos as they are downloaded.



Use the approved logos.



Use a Boston Terrier graphic created by your club!



Use characters or mascots created by your club or school.



### DON'T



Recolor the logo in any way, or add additional colors to the logo.



Recolor the logo in any way, or add additional colors to the logo.



Crop, edit, cover, or remove any elements of the logo.



Use any Boston Terrier with likeness to the official JW.



Use copywritten characters or materials.

