



PIN POLICIES & GUIDELINES

LAST UPDATED: 9.19.19



CONTACT

ADDRESS

Destination Imagination
1111 South Union Avenue
Cherry Hill, NJ
08002



PHONE & FAX

Phone: 1.888.321.1503
Fax: 856.881.3596

ONLINE

Email: branding@dihq.org
DestinationImagination.org

CONTENTS

TRADEMARK INFORMATION	1
POLICIES FOR TEAMS & INDIVIDUALS	2
Trademark & Logo Usage for Teams	2
Trademark Usage for Handmade Pins	2
Trademark & Intellectual Property	2
POLICIES FOR AFFILIATES	3
POLICIES FOR LICENSED PIN VENDORS	4
PIN PRODUCTION RECOMMENDATIONS FOR TRADING	5

TRADEMARK INFORMATION

Affiliates, Teams, Individuals and Licensed Pin Vendors are required to follow the Destination Imagination, Inc. [Brand Style Guide](#) and the following Pin Policies when creating commercially made pins for Destination Imagination events.

The Destination Imagination (DI) logo and brand elements are valuable assets to our organization and are protected by trademark, copyright, and other intellectual property laws.

POLICIES FOR TEAMS & INDIVIDUALS

Trademark & Logo Usage for Teams

1. Destination Imagination, Inc. does not allow Teams and Individuals to use our logo or brand elements to create any items for resale. However, Teams and Individuals may use the Destination Imagination wordmark (i.e., "Destination Imagination®") for apparel, digital, and/or print promotional purposes.
2. Download and review our Trademarks and Logos [Cheat Sheet](#) For Teams that breaks down the dos and don'ts of using the DI marks.

Trademark Usage for Handmade Pins

1. Paid Team Number Participants – Teams/Individuals – registered with Destination Imagination Affiliates may produce "handmade" pins (homemade or made by the team members) utilizing the words "Destination Imagination®."
2. Vendors or commercial establishments are not allowed to participate in the production of these handmade pins.

Trademark & Intellectual Property

1. Teams and Individuals are prohibited from infringing on a person's or company's intellectual property. This includes basing a pin design off of artwork, clip art, images, or filters found online or in applications without the consent of the artist. Teams and Individuals may work with Licensed Pin Vendors to create pin designs that do not violate relevant copyright laws, trademark laws, and all applicable intellectual property laws.
2. It is the responsibility of the Licensed Pin Vendor to ensure and communicate adherence to copyright laws, trademark laws, and all applicable intellectual property laws.

POLICIES FOR AFFILIATES

1. Download and review our Trademarks and Logos [Cheat Sheet](#) for Affiliates and Regions that breaks down the dos and don'ts of using the DI marks and logos.
2. Affiliates must use a Licensed Pin Vendor in order to produce commercially made pins that include the words "Destination Imagination®" and/or any trademark, copyright, or other protected intellectual property of Destination Imagination, Inc., including Challenge logos and the "box and ball" logo.
 - a. Licensed Pin Vendors will be listed at DestinationImagination.org/pin-vendors/. This list will be updated as new Licensed Pin Vendors are approved.
 - b. If you'd like to use a vendor that isn't already included in our Licensed Pin Vendor list, your vendor will need to apply for and purchase their license on ShopDI.org.
3. Affiliates are not permitted to produce pins using the Global Finals logo.
4. Affiliates are prohibited from infringing on a person's or company's intellectual property. It is the responsibility of the Licensed Pin Vendor to ensure and communicate adherence to copyright laws, trademark laws, and all applicable intellectual property laws.

POLICIES FOR LICENSED PIN VENDORS

1. All vendors who produce pins for Destination Imagination (DI) Affiliates (states, provinces, and countries) using DI trademarks must be licensed by Destination Imagination, Inc. To become a Licensed Pin Vendor, you must purchase the current season's license agreement on ShopDI.org.
2. A list of Licensed Pin Vendors will be made available at DestinationImagination.org/pin-vendors/. This list will be updated as new Licensed Pin Vendors are approved.
3. Licensed Pin Vendors must provide the following to Destination Imagination, Inc.
 - a. An electronic/digital photograph of produced pin(s) or proof artwork files must be submitted to pins@dihq.org by April 30th of the current season. Designs are to be submitted on a monthly basis, due on the last day of each month. Please indicate the Affiliate, Team, or Individual in each file name along with the name of your company. (i.e., PinCompanyName_AffiliateName followed by the extension—jpg, pdf, png, etc.) Please note that pins@dihq.org is an incoming address only and will not respond to or approve submissions emails.
 - b. Two samples of each pin produced. Submitted pins must be received at DIHQ on or prior to April 30th of the current season. Submitted pins will be used in sponsored events and for pin design contest voting during Global Finals. Submitted pins must be separated by category: Affiliate Pin, Team Pin, and Individual Pin. Address below:

Destination Imagination
Attention: Creative Department
1111 S. Union Ave.
Cherry Hill, NJ 08002
4. Licensed Pin Vendors may not place Destination Imagination, Inc. trademarks and logos on any pin with other logos unless the vendor has express written consent from each mark holder. A copy of written permission must be sent to Destination Imagination, Inc. for filing.
5. Failure to comply with relevant copyright laws and rules set forth here will result in removal as a Licensed Pin Vendor for all Destination Imagination, Inc. pins.

PIN PRODUCTION RECOMMENDATIONS FOR TRADING

Here are some tips and guidelines to help you design the best pin possible.

1. The most cost-effective type of pin to create is **iron stamp soft enamel with epoxy coating**. A die will be made to create your pin's base so it can be plated with a background tone, then filled with color and coated with clear epoxy.
2. You can choose from three plated coatings for your metal: **gold tone, silver tone, and black**.
3. Cleaner/less complex designs work best. When designing your pin, imagine you're creating an image for a coloring book. Your initial design should be black and white. Once your design is complete, print it out at the size you'd like your pin to be and fill in the white areas with a colored pencil. If the areas are easily filled, your design will work!
4. Try to keep your design to a maximum of 6-7 colors. If you're considering glitter, there are lots of options—ask your Pin Vendor what they offer.
5. Once your design is submitted, give your Pin Vendor the opportunity to make technical adjustments—they are experts and will know what will work best for your design once it goes through production.
6. Pins should be no larger than 2.5 inches by 2.5 inches.
7. Pin sets should be no more than six pins.