

LOGOS & TRADEMARKS CHEAT SHEET

USAGE FOR TEAMS & INDIVIDUALS

Team Members, Team Managers and Parents all have a role in protecting the Destination Imagination (DI) logos, name and marks against unauthorized, inconsistent, and unlicensed use. Our logo and brand elements are valuable assets to our organization and are protected by trademark, copyright, and other intellectual property laws. DI does not allow teams and individuals to use our logo or brand elements to create any items for commercial use. If you have questions about our copyrights and trademarks, please contact branding@dihq.org.

APPAREL & PROMOTIONAL ITEMS

Teams & Individuals must use a DI licensed vendor to produce apparel and promotional items using the Destination Imagination wordmark or Challenge Logos. Licensed Vendors must have purchased the current season's [Apparel & Promotional Items License Agreement on ShopDI.org](#).

Destination Imagination Logo	Box and Ball Logo	Challenge Logos	Global Finals Logo	Destination Imagination Wordmark	"DI" as a stand-alone
					
Not permitted	Not permitted	Permitted If using a vendor, the vendor must pay the license fee.	Not permitted	Permitted if they are created by a team without using a vendor. If using a vendor, the vendor must pay the license fee.	Not permitted You may incorporate your Affiliate's initials (e.g., DI-GA)

PINS

DI strongly encourages Teams and Individuals to use a Licensed Pin Vendor to produce team pins. Teams & Individuals must use a DI Licensed Vendor to produce pins with the DI Challenge Logos. Licensed Vendors must have purchased the current season's [Pin Vendor License Agreement on ShopDI.org](#). A current list of our Licensed Pin Vendors can be found at DestinationImagination.org/pin-vendors/. Teams and Individuals are encouraged to identify their pins by including at least one of the following: team name, school name, state or country, Team Challenge name, Global Finals year, or one of DI's official hashtags.

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Not permitted	Not permitted	Permitted	Not permitted	Not permitted	Not permitted You may incorporate your Affiliate's initials (e.g., DI-GA)

DIGITAL & PRINT

Teams & Individuals are not permitted to use the DI logos on digital and printed materials including websites, videos, social media, flyers, booklets, posters and all other digital and printed materials.

Destination Imagination Logo	Box and Ball Logo	Challenge Logos	Global Finals Logo	Destination Imagination Wordmark	"DI" as a stand-alone
					
Not permitted	Not permitted	Not Permitted	Not permitted	Permitted if they are a current licensed team. Use the registration mark after the "n" after the word "Imagination."	Permitted