

Vets to Drones

Logo & Marketing Use Policy

Effective Date: January 1st, 2026

Version: 1.1

Applies To: Members, sponsors, partners, chapters, teams, vendors, and any third party using the Vets to Drones name or marks.

1. Purpose

We welcome members using Vets to Drones branding to celebrate involvement and help grow the mission. These guidelines protect the organization, prevent public confusion, and ensure the brand reflects our standards of respect, professionalism, and lawful conduct.

2. What's Covered

“Vets to Drones Marks” includes the organization name, abbreviations, logos, badges, icons, wordmarks, taglines, and brand graphics.

3. Permission and Good Standing

Members in good standing may use approved marks as described below. Permission is non-transferable and can be revoked at any time.

4. Allowed Uses Without Additional Approval

You may, using approved assets:

- Represent yourself as a “Member of Vets to Drones” or “Vets to Drones Member” on a bio, resume, LinkedIn, or personal/business website.
- Use official logos in a profile or portfolio.
- Share photos and posts from Vets to Drones trainings and events that reflect well on the organization.

5. Written Approval Required

Get written approval from Vets to Drones Administration before you:

- Sell merchandise with the logo (shirts, patches, stickers, etc.) with the exception of those produced by or for the organization.
- Use logos in paid ads, fundraising campaigns, sponsorship decks, or large-scale promotions.
- Create a chapter, team, event, or page using the Vets to Drones name.
- Use logos in marketing for drone services offered for hire, or any commercial promotion beyond simple affiliation.

6. Prohibited Uses

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You may not:

- Imply Vets to Drones endorses you, your services, your products, or your views.
- Present yourself as staff, leadership, instructor, or spokesperson unless authorized in writing.
- Alter the logo or create modified versions.
- Use logos alongside content that is harassing, hateful, threatening, or otherwise inconsistent with the Member Conduct Policy.
- Use logos in connection with illegal, unsafe, or unethical drone activity.

7. Social Media, Branded Gear, and Tags

When you wear branded gear, display marks, tag Vets to Drones accounts, or use Vets to Drones hashtags:

- **No implied endorsement:** Unless otherwise authorized add a clear disclaimer when needed, such as “Personal views, not speaking for Vets to Drones.”
- **Match the mission and standards:** Do not use tags to amplify arguments, ridicule others, or stir conflict.
- **Commercial limit:** Outside of representing membership do not use tags or marks to promote paid services or products without written approval.
- **Takedown compliance:** If Vets to Drones requests a post be corrected, clarified, or removed to prevent confusion or protect the organization, you must comply promptly.

8. Brand Integrity Basics

Use only current approved logo files and color schemes from the V2D Member Portal “Member Resources” tab. Keep logos legible, unaltered, and not crowded by other graphics.

9. Revocation and Enforcement

Vets to Drones may revoke permission to use its marks at any time. If revoked, you must remove marks from all platforms and materials within 10 days, or immediately if requested for safety or reputational reasons. Misuse of marks may also result in membership action under the Member Conduct Policy.