

# MN COLA



Minnesota Coalition of Lake Associations

## **Policy #103 – Other Organization Use of MN COLA Logo**

Context: This policy helps ensure that use of the MN COLA logo by other organizations is consistent, rational, and sustains or enhances our brand.

### Policy Details:

1. Use of the MN COLA logo by other organizations must be requested and approved by the Executive Committee prior to its use.
2. Use of the MN COLA logo is not assumed by our membership in that organization.
3. The MN COLA logo may only be listed where our relevant goals are aligned.
4. The MN COLA logo should not be listed where we have a critical non-alignment on any issue.
5. Co-branding (our logo along side other organization logos) is appropriate for conferences or programs that MN COLA has decided to support.

As adopted:

Tom Nelson, President  
October 5, 2016