



THE TEP FOUNDATION, Inc.

THE TEP FOUNDATION, INC. Brand & Logo Usage Policy

Effective Date: 05/01/26

1. Purpose

This Brand & Logo Usage Policy (“Policy”) establishes guidelines governing the use of the name, logo, and other brand assets of The TEP Foundation, Inc. (“TEP Foundation”) in order to protect the integrity, reputation, and legal rights of the organization.

2. Ownership

All rights, title, and interest in and to the TEP Foundation’s name, logo, trademarks, and related brand assets (“Brand Assets”) are and shall remain the exclusive property of The TEP Foundation, Inc.

Use of the Brand Assets does not grant any ownership rights or licenses except as expressly authorized in writing by the TEP Foundation.

3. Permitted Uses

Use of the Brand Assets may be permitted for the following purposes, subject to prior written approval:

- Official TEP Foundation programs, events, and communications
- Approved alumni initiatives and gifts
- Authorized partnerships and sponsorships
- Fundraising campaigns or promotional activities that directly benefit the TEP Foundation

All permitted uses must align with the mission, values, and reputation of the TEP Foundation.

4. Prohibited Uses

The following uses are strictly prohibited unless explicitly authorized in writing:

- Commercial sale, resale, or profit-generating use of Brand Assets



THE TEP FOUNDATION, Inc.

- Any use implying endorsement, sponsorship, or partnership not formally approved
- Alteration, distortion, or modification of the logo or Brand Assets
- Use in connection with political activities, controversial content, or illegal conduct
- Use that may harm, dilute, or negatively impact the TEP Foundation's reputation

5. Approval Requirement

All uses of Brand Assets must be submitted to the TEP Foundation for prior written approval before production, publication, or distribution.

The TEP Foundation reserves the right to approve, deny, or request modifications to any proposed use at its sole discretion.

6. Quality Control

All materials bearing the Brand Assets must meet quality standards consistent with the TEP Foundation's image and reputation.

The TEP Foundation reserves the right to require revisions or reject materials that do not meet these standards.

7. No Implied Endorsement

Use of the Brand Assets does not imply any endorsement, affiliation, or sponsorship by the TEP Foundation unless explicitly stated in a separate written agreement.

8. Revocation of Permission

The TEP Foundation reserves the right to revoke permission to use its Brand Assets at any time, with or without cause. Upon revocation, all use must immediately cease.

9. Compliance with Agreements



THE TEP FOUNDATION, Inc.

Any approved use of Brand Assets may also require execution of a separate written agreement (e.g., a Limited License Agreement). In the event of a conflict, the terms of the written agreement shall govern.

10. Contact Information

All requests for use of Brand Assets should be directed to:

[Insert Name / Title]

The TEP Foundation, Inc.

[Email Address]

[Phone Number]

The TEP Foundation, Inc.

Reserves all rights not expressly granted in this policy