

## Better Without It's Content Usage Guidelines

Thanks for your interest in sharing our message and our content! Here are a few guidelines to follow:

### What Better Without It Content Can You Use? And How?

- **Social Sharing – Our favorite way to spread the word!**
  - You can freely share our content on your social media channels using the “share” feature on each platform. Content may be re-posted from your social media account with credit to the campaign by @ mentioning @betterwithout.it.
- **Linking to Content – Feel free to link back to us!**
  - You may link to any of our content in your emails, on social media, or on your website by using the original URL of the page on [www.betterwithout.it](http://www.betterwithout.it), or the URL of the original post.
- **Republishing Content– OK, with attribution.**
  - If you wish, you may republish in full any Better Without It images (such as charts or infographics) or videos by copying or embedding them into your content, so long as you follow the Content Attribution Policy below.
- **Quoting and Referencing Better Without It – OK, with attribution.**
  - Feel free to reference or quote up to 75 words of any of our written content in your own blog articles, presentations, documents, or other written works, so long as you follow the Content Attribution Policy below.
- **Requests for Original Files – Responses may be limited.**
  - Depending on the volume of communication received by the campaign at the time of your request, we may be unable to fulfill requests for original files (graphics or video files). We encourage you to use the resources at [www.betterwithout.it](http://www.betterwithout.it) or our social media channels to obtain sharable content.
- **Making Money with Better Without It Content – A definite no-go.**
  - You may not use our content for profit. This content is freely distributed by Better Without It, and we expect you to do the same.

### Content Attribution Policy

- When using our content, reference Better Without It as the source.
- Link to the original Better Without It source when referencing:
  - When referencing content from our website, link to the URL of the specific page you are referencing.
  - When referencing content posted to our social media accounts, link to the original post where possible.

# **BETTER** WITHOUT IT

## Use of Better Without It Logo and Branding

- If you want to use the Better Without It logo in your own literature, advertising, or promotional materials, we ask that you fill out our Use Agreement for Better Without It Logo(s)

### Use Agreement for Better Without It Logo(s)

On this \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, Brevard Prevention Coalition (hereafter "BPC") and \_\_\_\_\_ hereby agree to the following:

\_\_\_\_\_ is granted a revocable, nonexclusive right to display BPC's Better Without It trademarked logos in the following contexts: on websites, in literature, in advertising, on promotional materials, for specific services, etc. The logo and name may be used ONLY to refer and direct people to services and information aligned with BPC's mission and vision. The Better Without It brand must never be used for commercial purposes, including for-profit sales involving the brand regardless of the type of organization/agency using the brand.

**All use of the logo in its approved iterations must be approved in writing (verified electronic communication) by authorized BPC personnel prior to \_\_\_\_\_'s use.**

\_\_\_\_\_ agrees to strictly abide by BPC's Better Without It standards for fair use of the material and trademark, which can be found on the official Better Without It Brand Identity Style Guide provided by BPC. It is the responsibility of \_\_\_\_\_ to remain up to date on all changes/updates made by BPC to these standards and to comply accordingly. This will require adherence to seeking written official approval prior to any use of the Better Without It logo, name and/or brand.

\_\_\_\_\_ agrees not to use the Better Without It logo or brand name in any way to indicate that it has any ownership or control of Better Without It or any of its related brands and products. \_\_\_\_\_ further agrees not to use the logo or brand name in any way that would harm, diminish, or impair BPC's or Better Without It's message, expansion prospects, brand name or reputation.

This agreement does not allow \_\_\_\_\_ to sublicense BPC's Better Without It trademark logos and brand name. This agreement does not constitute an acquisition of a source trademark.

This agreement is valid only 12 months after the date it is fully executed. Following which, a new agreement must be executed between BPC and \_\_\_\_\_. BPC may require \_\_\_\_\_ to remove any and all references to its Better Without It logo(s), brand name, or trademark at any time, and may do so through e-mail, phone call, voice message, or written letter. In such an event, \_\_\_\_\_ is obligated to remove all materials related to Better Without It no later than 3 days from the request date.

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In witness to their agreement to the terms of this contract, the parties affix their signatures below:

_____	_____
Brevard Prevention Coalition, Inc.	SUBSTANCE ABUSE COUNCIL
Authorized Signature & Date	Authorized Signature & Date
PRINT NAME: _____	PRINT NAME: _____
TITLE: _____	TITLE: _____