

May 26, 2005

Guidelines for Up To You Campaign Participants -

Background-

Thank you for participating in this first of its kind river litter prevention campaign on the Frio, Nueces and Sabinal rivers. This summer's litter bag project is brought to you by the Friends of the Frio and is supported by a donation from the First State Bank of Uvalde. It is part of the Nueces River Authority's Headwaters Stewardship Project funded by the Texas State Soil and Water Conservation Board through a grant from the Environmental Protection Agency. Posters, billboards and other items supporting the message are being provided by these entities.

Introduction –

The rivers and streams of the Nueces Basin headwaters are special, clear and beautiful. They are natural treasures and they are the hallmark of our region. More and more people are visiting them and more and more trash is being left behind. It is going to take everyone using every tool we can muster to change this trend.

We are fortunate to have a strong logo and brand to help carry the message of personal responsibility for our river resources. A strong brand remains strong through consistency in use and application. Realizing that this campaign to change human behavior toward our rivers may take a while, we need to insure that the Up To You logo and brand name remain strong and consistent.

Uses -

To this end the Nueces River Authority is pursuing registration of the Up To You brand/logo as a trademark with the U.S. Patent Office. Until that time it will carry a service mark, SM. Anyone wishing to use the logo graphics or brand name must get permission from the Nueces River Authority. **Do not copy the Up To You logo** onto any items for sale or otherwise without obtaining this permission. Creative and thoughtful uses of the Up To You brand to combat river litter and in support of resource protection are encouraged, so please do not hesitate to ask for permission to put



on coffee cups, tee shirts, caps, etc.

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