

## Pioneer Logo Usage

The new guidelines provides direction for use and application of the Pioneers logo, and with each of the Pioneers Sponsor groups in addition to the “core” or master Pioneers brand (to be used when there is no sub-group or sub-group is unknown).

These guidelines are intended to help execute the correct and consistent use of the Pioneers signature and brand. The objective of these guidelines is to ensure the proper application of the new Pioneers logo across the various groups that make up the *Pioneers Family*.

Additionally, as Pioneers develops and grows, these guidelines will help ensure that the Pioneers logo is positioned prominently, especially when it appears in conjunction with a Sponsor group logo.

**Using the Pioneers logo alone is for Headquarters only**