

ULYSSES SA POLICY ON USE OF LOGO AND PATCH FEBRUARY 2011

1. Chapters should ensure that members who leave, return their patches. Patches should therefore not be sold to members, but given to them on the basis that the patches remained the property of Ulysses SA, to be returned when the member leaves. Such patches may be used by other members, or destroyed.
2. Scrolls, backpatches and small patches (typically worn below the left front shoulder) must be ordered from the national office and may not be reproduced by chapters.
3. Except for backpatches and small patches, the logo incorporating the Ugly Bugger may be reproduced by chapters and purchases need not be made through national office, subject to the requirement that the integrity of the logo be maintained as set out in the policy. This is of paramount importance as the dilution of the trademark must be avoided at all costs.
4. There must therefore be no deviation from the standard design and chapters making use of the logo should obtain the Ugly Bugger in electronic (JPEG or similar) form from national office to ensure that the integrity of the logo is maintained at all times. Chapters may then only reproduce the electronic form and may not permit any deviation from it.
5. Back patches and small patches for use on the front of the jacket must also comply with the standard size specifications as laid down. The diameter of the back patch must be as close as practically possible between 200 and 220 mm and that of the small patch, to 70 mm.
6. Approval must be obtained from national office for the use of logo's on T-shirts and clothing (on a once-off basis) and on other items such as pens, sunglasses, cutlery, and coffee mugs.
7. National office must keep a register in this regard and chapters must lodge specimen with the national office.
8. No commercial use of the logo outside Ulysses is permitted, and all income must stay within Ulysses and its chapters. Therefore, only Ulysses SA and its chapters may derive any financial benefit from the use of the logo.
9. Save as set out below, the whole of the logo must be used on all items, including the scroll reflecting the words "Ulysses SA" and "Grow Old Disgracefully".
10. Save for the exceptions set out below, the logo must be black on white or white on black only, as set out on the front page of the national constitution or as complete reversal or "negative" of those two colours (i.e. white becomes black and black becomes white). Reflective material as approved by Natcom may be used.
11. This rule is subject to the following exceptions: Ulysses.natcom.Minutes110412.docx
 - 11.1 White is not a practical colour on metal badges such as lapel badges and chapters using the logo on metal badges may substitute silver or gold for white, subject to permission as set out above.
 - 11.2 On metal badges issued by national office the colours silver or gold may be substituted for white, as was done for instance on the lapel badge for senior members with a gold background substituted for the white.
 - 11.3 Natcom may approve the use of the logo excluding the scroll containing the words "Ulysses SA" and "Grow Old Disgracefully" for use on rally badges and chapter badges upon application by the rally organisers or the chapter concerned. The integrity of the central design of the logo, the Ugly Bugger himself, must however be maintained.
 - 11.4 On rally badges the restriction to the two colours of black and white still applies but Natcom may authorise the use of the two colours in different permutations, i.e. by permitting the use of black where the logo on the front page of the constitution is white, but retaining white in other respects.
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