



*USA POWERLIFTING (USAPL)
QUESTIONS & ANSWERS
COMMON MISTAKES*

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01 QUESTIONS & ANSWERS

1. Do I need logo approval for each piece of artwork?

Yes, as independent contractors you do not own the rights to our intellectual property thus you must apply for approval to use our logo for each sanction you have. You can find the link for the jotform to receive approval for your requested logos in the Meet Director's Resource Page. Submitting a jotform request, ensures you have the most up-to-date logos (i.e. a registered mark logo vs our old TM logo).
2. I have the old logo; can I still use that logo?

No, all artwork must have the new registered logo that contains an r on the top right-hand corner. If you do not have that logo see above for directions on how to request the correct logo.
3. Do I need to get all artwork approved each time?

Yes, you **MUST ALWAYS** submit all artwork for approval **PRIOR** to use for marketing or printing.
4. Additionally, you should submit a proof to logo@usapowerlifting.com prior to printing any material. We sometimes find errors committed by the printers that meet directors overlook, if this error happens the meet director is responsible for the error and will be held responsible for not adhering to our intellectual property policies.
5. I hold the same event each year, can I just design a generic piece of artwork for the event? No, all artwork, this includes medals, t-shirts, marketing materials, best lifter awards, etc, for your event must be meet specific. This means the complete name of the event must be included in the design, as well as the year of the event or the specific date. I.E. USA Powerlifting Holiday Classic 2023. (Our logo will replace the text USA Powerlifting).
6. I heard that if we do not use the USA Powerlifting logo, we do not need approval?

This is incorrect, per the sanction application you **MUST** include the logo on all artwork and merchandise for the event.
7. I previously bought bulk medals; can I still use those?

No, unfortunately, all artwork must be meet specific. Not having a year on the artwork is a direct infraction of our Intellectual Property standards and results in penalties being incurred by the meet director. You can, however, obtain a licensing agreement to use them or to use future bulk medals.

7. If I hold multiple events each year, can I have the same artwork for all of them.

It depends, do you have a licensing agreement for that item?

- a. Yes, you can use the same artwork for all the events in a year, ONLY IF, you have a licensing agreement for the design with USA Powerlifting. (See below for information on the licensing agreement).
- b. If you do not have a licensing agreement with USA Powerlifting, the answer is no, you cannot use the same design for all your events.

8. What does the licensing agreement entail?

The licensing agreement entails the use of a generic design for your events for one item during a one-year period from the date of the contract.

9. How much is the licensing agreement?

It is \$500 for the first item for a year, from the date of the contract, and \$125 for each additional item during the contract period. I.E. \$500 to use the same design for all medals given out in the same year plus \$125 for the same design to be used on t-shirts for that year.

10. What happens if I'm found to be in violation of USA Powerlifting's Intellectual Property standards?

You will be responsible for a penalty for any infractions of our Intellectual Property Use.

- a. First offense: Drug test reimbursement or \$250 fine, whichever is greater.
- b. Second offense: \$500 fine.
- c. Third offense: \$500 fine and suspension of directing meets for a period of 1-year.

11. Why do you guys keep changing rules on logo use?

We have not changed the rules regarding logo usage, we are just enforcing them more stringently. The organization owns the rights to our intellectual property (logo), so to prevent possible future disputes regarding unauthorized logo use, we must be stringent on who uses the logo, as well as when, and how the logo is used.

12. The medals USA Powerlifting has for sale are not meet specific, can I use those for my local meets?

Yes, the medals sold by the National office are provided as a service to meet directors so that it is one less thing to worry about regarding our Intellectual Property use.

13. Why do the medals USA Powerlifting have for sale not abide by the meet specific rule?

The short answer is USA Powerlifting directly owns the rights to our Intellectual Property and no legal disputes can be raised from the USA Powerlifting using our own intellectual property.

14. Why do some meet directors not have to abide by the Intellectual Property standards I have to?
If you notice that a meet director has used our Intellectual Property in a way that does not meet our guidelines and policies, it likely means that the meet director has not received approval for that item. The national office tries to keep an eye out for infractions, but we are only a handful of people and sometimes we miss these infractions. If you see a logo that you believe does not adhere to our standards, you can email the National Office, nationaloffice@usapowerlifting.com, or our Logo Team, logo@usapowerlifting.com with a link or a forward of the infraction and we will contact the meet director.
15. I noticed that State Games medals do not have the USA Powerlifting logo. Why is that?
In very, very few instances like with the State Games (not to be confused with State Championships), these events have prior approval from USA Powerlifting to use medals that have been provided by the State Games organization. Aside from this one event and this one item from the event, that only a handful of states have, all artwork MUST have our logo on them.
16. Do platform backdrops apply to the meet specific rule?
In this one case, no. For meet directors who would like to have a generic backdrop made for all events, you can have a generic backdrop made. The backdrop must meet the Intellectual Property Standards as described in the Meet Director's Resource Page and must be submitted for approval prior to printing. If you are a gym wishing to include your gym logo on the backdrop, you must maintain a minimum of Friendly Gym status.
17. I am hosting a meet at a gym and the owner does not want to include the USA Powerlifting logo, in the artwork design. What should I do?
Unfortunately, per the sanction application, our logo must be on all artwork as USA Powerlifting is the sanction body for the event. Failure to include our logo results in penalties that you as the meet director will incur, regardless of the facilities willingness to include the USA Powerlifting logo. You can communicate that to them and hope they are reasonable. If they are not, You should consider possibly moving venues or incurring a penalty.
18. I love the design of the medals/artwork used at the Arnold Sports Festival; can I use the same design for my event?
Unfortunately, no, all the artwork for the Arnold Sports Festival is our intellectual property. The organization asks that all branding for that event remain exclusively for that event.

02 COMMON INTELLECTUAL PROPERTY MISTAKES

1. Logo not incorporated into the design.



The logo placement on the left makes it seem as an afterthought and not entirely incorporated into the design. The logo on the right is incorporated into the design in a fashion that makes the full name of the event, easy to read, i.e. USA Powerlifting How the Grinch Swole Christmas, 2020.

2. No safezone.



The logo on the left has the text “How the Grinch Swole Christmas” within the safezone of the Logo. The logo on the right has an appropriate safezone, the text “How the Grinch Swole Christmas” commences right below the plate line of the logo. Specific elements may also be asked to be moved from the safezone.

3. Logo has outline



The logo on the left, has an outline around the USA Powerlifting logo. Adding an outline around the logo is an unapproved alteration to the USA Powerlifting logo. If the outline is necessary due to the logo being the same color as the background or due to stylistic design, consider replacing the logo with a single color logo that contrasts well against the background color. Example logo on left is Green instead.

4. Logo missing the registered mark or has TM



Logo on the left is missing the registered mark or has a TM. Logo on the right has the appropriate ® for registered.

5. Missing Logo Elements



The logo on the left is missing elements from the plates, as evident by the single-colored/one dimensional plates. The logo on the right has the appropriate plate elements/3-dimensional design which takes up the color of the background.

6. Unapproved color combinations



Images A-C display color combinations that are not approved. The combinations of Red & Black, as well as, Black & White, are not approved. Additionally, if using a color combination with white, the text “powerlifting” and inner plate must be white like image E. Instead consider using one of our already approved single color logos like the all-black logo in image D. Note: These are not the only unapproved color combinations.

7. No date within design



The design on the left does not have the date or the year of the event. The design on the right has the required year of the event. Roman numerals as well as the calendar date of the event also meet the criteria.

8. No sanction number for marketing materials



Image on the left does not contain sanction number which is required for all marketing material and entry forms. Image on the right contains required sanction number for marketing purposes.

NOTE: This document is not all encompassing. It just provides most frequently seen questions and intellectual property issues.

Q & A
COMMON MISTAKES
DONE