

COPPER RIVER
PRINCE WILLIAM SOUND
MARKETING ASSOCIATION
A Regional Seafood Development Association



Terms and Conditions for use of Copper River/Prince William Sound Marketing Association digital assets

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- CR/PWSMA digital assets include, but are not limited to, logos, photographs, and videos that depict the natural scenery of the Copper River and Prince William Sound fishing grounds and fisheries, dishes prepared with Copper River and Prince William Sound salmon, and raw Copper River and Prince William Sound product and may not be represented as anything other. All CR/PWSMA images you currently have or obtain in the future are subject to these terms and conditions.
- CR/PWSMA assets will be used only in the sale and promotion of wild Alaskan salmon that originates from the Copper River or Prince William Sound fisheries which includes: Copper River king salmon, Copper River sockeye salmon, Copper River Coho salmon and Prince William Sound sockeye salmon.
- Proof of origin is shown promptly on request.
- CR/PWSMA assets are used only in connection with food products designed for human consumption.
- CR/PWSMA assets may be resized for necessary purposes however CR/PWSMA logos may not be altered in any way that changes the integrity of said logo (see brand guideline in digital library for sited logo infractions).
- CR/PWSMA assets will not be used in a way that contradicts the brand personality of Copper River and Prince William Sound salmon as determined by CR/PWSMA staff.
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User Signature

Date

Printed Name

Company

For questions and other inquires please contact info@copperrivermarketing.org