

IS 100 MILE CLUB® REALLY A BRAND?

It sure is! The 100 Mile Club® was created with a mission and a set of ideals on which every decision has since been based:

The Mission of The 100 Mile Club® is to provide to all individuals the opportunity to experience the powerful feeling of physical fitness and TRUE personal success by Accepting the Challenge of running (or walking) 100 miles at school or work during a single school year.

Our values are based on Coach John Wooden's Pyramid of Success. His definition of SUCCESS, coined in 1938, reminds us that success lies within us all:

"Success is peace of mind, which is a direct result of self-satisfaction in knowing you made the effort to do your best to become the best that you are capable of becoming."

Our chapters all exist around these same values...we have all come together only *because* we believe in the mission of this organization. It is what drives us all, and it really makes a statement when we all stand together.

As Head Coaches, we are all a very important part of the whole, and no chapter should establish separate missions within participation in the 100 Mile Club® project.

In everything we do, say, send, or participate, we convey an image of who we are and what we believe. The 100 Mile Club® name and logo are synonymous with these beliefs.

Protecting Our Project

The 100 Mile Club® branding effort is in its earliest phases. In addition to the overall brand, 100 Mile Club® has taken steps to

protect its registered trademarks and copy-written materials.

We have secured federal trademark registry for the words 100 Mile Club® and the following logos:



Brian People



100 Mile Club Logo

Trademark and copyright protection will ensure the clear implementation and representation of the organization as it grows and evolves, and ensure that we maintain a level of responsible growth along the way. We must always maintain a clear vision of who we are and where we want to go.

The following guidelines will help you appropriately and legally use our logos. **The 100 Mile Club® name and logos are for use SOLELY by registered 100 Mile Club® schools and groups. If you are not registered with 100 Mile Club® as a participating school or group, you do not have permission to use our logos, name, or mission statement and are in violation of federal trademark and copyright laws.**

Here are a list of DOS and DONTS to help you along:

😊 DO:

- Do remember that when you utilize our logos, you are representing 100 Mile Club® and its mission and ideals. This is BIG.
- Use the logos freely on *paper* letters, banners, signs, yearbook pages, notices, newsletters, or internet web pages...feel free to link to our website any time through the logo.

- Include the ® symbol after the words "100 Mile Club", tricolor logo, and Brian People.
- Print the logo only in the tri-color style above or in a single color (grayscale/white/single color) on a dark background. Make sure the logo is clear and visible.

⊗ DON'T

- Don't print the 100 Mile Club® words, logo or Brian People on ANY clothing/apparel or promotional merchandise such as cups, pens, pencils, hats, folders, etc.
- Don't use the tri-color logo as a separate element. It should ALWAYS be used with the words 100 Mile Club®
- Don't stretch or squish the logo or Brian People. They must not be altered in any way except to increase or decrease in size. Take care that the logos stay in proportion.

We want to encourage our logos to be used in approved ways and want to make it as simple as legally possible for our Members to use the 100 Mile Club® mark/s. If you want to use a logo in a way not explicitly explained in these guidelines, just ask us by sending an email to info@100mileclub.com.

Thank you so much for adhering to these guidelines. We are continuing development of a very thorough Brand Governance Manual that will be available to all chapters as we responsibly grow and evolve.

It is our pride and dedication that makes 100 Mile Club® so special, unique, and valuable. We all know

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that 100 Mile Club is a premier organization...let's make sure to keep it organic and pure for years to come.

