

## Southwest Airlines Logo Usage

Please read the following terms. If your donation request is approved, then you will receive Southwest Airlines logo via an email from the online application system.

### Term of Use

- (a) You agree to use the image files of the Trademark as provided by Southwest Airlines and will not use photocopies, other printed materials, or scanned images as a source of the Trademark. You will assure that the Trademark is not distorted or resized and that your use of the Trademark meets all of the requirements of Southwest's brand guidelines.
- (b) You may not use the Trademark or anything substantially similar to the Trademark in a domain name or meta tag. You will not bid on the Trademark or anything substantially similar to the Trademark for preferential placement in any cost per click search engine or other search engine in which search result page listing order is determined by payment to the search engine or other third party.
- (c) The Trademark may not be used to create an appearance of an endorsement by Southwest Airlines, unless Southwest Airlines has provided prior written approval of such use.
- (d) You agree that Southwest Airlines will have the right at all times to inspect your use of the Trademark to ensure your use of the Trademark is of proper quality and otherwise consistent with Southwest's brand guidelines.
- (e) You agree that you will not use the Trademark in a disparaging manner or one that subjects Southwest Airlines to disrepute.
- (f) You agree that you will not sell or manufacture any items containing the Trademark.
- (g) You agree that you will immediately cease use of the Trademark upon Southwest Airlines' request.
- (h) You are expressly forbidden from transferring this authorization or granting any form of sub-license to third parties (including any subcontractors) relating to the use of the Trademark in any form whatsoever.
- (i) You agree not to do anything contesting or impairing the trademark rights of Southwest Airlines.