

# ADO LOGO GUIDELINES

**The ADO trademark is officially registered.  
Everyone needs to follow proper protocol in regard to its use.**



THE PLAIN ADO LOGO INCLUDES THE WORDS 'AMERICAN DARTS ORGANIZATION' (ANY USE OF THE LOGO WITHOUT THE WORDS IS CONSIDERED IMPROPER USE.) IN THIS FORM THE LOGO IS FOR USE ONLY BY THE ADO OFFICIALS OR ADO OFFICE.

**ANY OTHER USE IS IMPROPER.**



THE LOGO INCLUDING THE WORDS 'SANCTIONED BY' IS FOR USE ON FLYERS AND ADVERTIZING FOR DART TOURNAMENTS THAT HAVE BEEN GRANTED 'SANCTIONING' BY THE ADO.

**ANY OTHER USE IS IMPROPER.**



THE LOGO INCLUDING THE WORDS 'MEMBER OF' IS FOR USE BY MEMBER CLUBS ON THEIR LETTERHEAD, MEMBERSHIP CARDS & CLUB SHIRTS. **IT SHOULD NEVER BE USED WITHOUT THE WORDS OR ON TOURNAMENT FLYERS.**

**When writing about the AMERICAN DARTS ORGANIZATION in text copy capitalize all the letters as illustrated in this sentence. This takes the place of the ® mark, which may not be available on all word processing systems. If you have any questions regarding use of the ADO trademarked logo, please contact the ADO office at 618-207-0788 or [stevebrown@adodarts.com](mailto:stevebrown@adodarts.com) or write to ADO Inc., P.O. Box 182, Loveland, OH 45140-0182**