



United States Department of the Interior

NATIONAL PARK SERVICE
1849 C Street, N.W.
Washington, D.C. 20240

(2410)

JAN 11 2013

Memorandum

To: Associate Directors
Regional Directors
Superintendents

From: Director 

Subject: Use of the Authorized Concessioner Mark

Concessioners of the National Park Service (NPS) are permitted to use the Authorized Concessioner Mark which incorporates the NPS Arrowhead (Arrowhead), to distinguish them as official visitor services providers of the NPS. This use shall be in accordance with the attached *Procedures for Concessioner Use of the Authorized Concessioner Mark* and other applicable NPS Graphic Identify Program and Commercial Services Program policy.

The Arrowhead is the official symbol of the NPS. Concessioners fill a vital role in helping the NPS carry out its mission by providing specialized visitor services that are necessary and appropriate to the park, but not provided directly by the Government. Use of the Arrowhead as a part of the Authorized Concessioner Mark is a valuable way to visually demonstrate the relationship of authorized concessioners to the NPS and visitors.

Some concessioners, on an ad hoc basis, have requested and been approved for the use of the Arrowhead as a component of its advertising graphics. However, procedures were not established to allow the use of the Arrowhead on a programmatic basis. The establishment of this institutionalized process for the use of the Authorized Concessioner Mark by concessioners provides a more consistent approach for the use and monitoring of the Arrowhead for concessioners on a Servicewide basis.

The NPS Graphic Identify Program is being updated. The policy and procedures for use by the concessioner of the Authorized Concessioner Mark will be integrated into this updated program and associated policy and procedures.

For further information, please contact Deborah Harvey, Acting Chief, Commercial Services Program, at 202/513-7156 or deborah_harvey@nps.gov.

Attachment