

Proper use of Service Marked Material

The Licensing Agreement requires the MiRSA to:

- 1) Use the Service Mark as follows:

Michigan Regional Skills Alliances SM
MiRSA SM



Each Alliance will receive the graphic upon execution of the Licensing Agreement.

The MiRSA may be named but they must meet Service Mark criteria by visually separating Michigan Regional Skills Alliances and MiRSA through spacing, different font, a line, and etc. from the name. The name of the MiRSA cannot be on the same line as Michigan Regional Skills Alliances as the reader may believe the entire name is Service Marked. The following are examples of how the MiRSA name should and should not be used with the Service Mark.

Acceptable: Community Health Worker
Michigan Regional Skills Alliances SM

In this example, Community Health Worker is on a different line than Michigan Regional Skills Alliances and is separated by a line; it is in italics and in a different font.

Not acceptable: Community Health Worker Michigan Regional Skills AlliancesSM

In this example, Community Health Worker is on the same line as Michigan Regional Skills Alliances, which can lead the reader to believe the whole line is Service Marked, not just Michigan Regional Skills Alliances.

- 2) Use the MiRSA logo any time the mark stands out as the source of service, such as in advertising, headings, letterhead, titles, business cards, signs and other printed material.

The broader the public exposure, the more you should prominently display the Service Mark.

In multiple page materials, the use of the Service Mark symbol every time Michigan Regional Skills Alliances, MiRSA (known as “the mark”) is issued in a document can disrupt the flow of normal text. Therefore, use an * after the mark and denote at the bottom that “Michigan Regional Skills Alliances and MiRSA are Service Marks of The Department of Labor & Economic Growth/Bureau of Workforce Programs.”

- 3) Use the following language on all marketing material:
“Michigan Regional Skills Alliances and MiRSA are Service Marks of the Department of Labor & Economic Growth/Bureau of Workforce Programs.”
- 4) Give attribution to the DLEG/BWP by using the following statement: “A program through the Department of Labor & Economic Growth/Bureau of Workforce Programs funds the Michigan Regional Skills Alliances, in part” on all printed material.
- 5) Provide reports to the DLEG/BWP, including the status/profile report as required through grant agreements, guidance letters, and other written notification.