



## **Promotional Item Selection Guidelines**

You can use the Utility Defenders brand and the characters for promotional items with your logo, but you must follow the brand guidelines and the promotional item selection guidelines.

Keep in mind that The Utility Defenders were created for children, and we must be mindful that the target audience is impressionable. The characters are modeling behavior for young kids so the promotional items they appear on must support the beliefs of The Utility Defenders brand.

Ask yourself this question to determine the appropriateness of the promotional item you've selected:

**Would the Utility Defenders branded promotional item be appropriate for a 6 year old child to bring to school and share with their classmates?**

**If you answered 'yes'** to the question, proceed with creating your promotional item.

**If you answered 'no'** to the question, select a different promotional item.

The Utility Defenders appreciate your support! We'd like to see how you are using the brand in your community. Send us pictures at: [info@utility-defenders.com](mailto:info@utility-defenders.com) — or tag us on social media — and we may feature you on Utility Defenders social media channels.