

Copyright Documentation

Copyright Item:

SouthWest Airlines Heart Logo

Overview:

This logo is created and used by SouthWest Airlines, a major airline in the United States. It was first launched in 2014 to encapsulate the love their employees had for the company. The heart shaped logo represents that the airline always flies with “Heart and Hospitality”, according to SW Airline’s website. The original colors are an iconic part of the company’s branding and overall look.



Why We Should Be Sued:

Incorporating the SW Airlines logo within Hot Dog Jones the Video Game directly violates the Copyright Act of 1976. This act grants automatic copyright protection to a wide range of works upon their creation and outlines the rights available to copyright holders, while also codifying the doctrine of fair use to balance the interests of creators and the public.

Why We Shouldn’t Be Sued:

Transformative Fair Use: As you can see from the picture on the right, one of the colors has changed from the original logo to match the color scheme of Hot Dog Jones the Video Game. This allows for the use of the SW Airlines logo to fall under Transformative Use because the heart has been transformed into an artistic interpretation of the original logo. Because the logo is a part of the health bar, it is now being incorporated into our game in a way that changes the perspective and message of the original.



Minimal Use: The use of SW Airlines heart logo is a minimal aspect of our game. It is only incorporated in one part and takes up a small corner of the entire screen while the player interacts with our game. The logo is attached to the player’s health bar and is not the main focus of the game, nor does it draw attention from other aspects of the game.

No Threat To Future Market: Even by using this logo within our game, there is no threat to the potential market of SW Airlines heart shaped logo. While the colors within the original logo are

well known to the company, the logo itself is not as recognizable. Therefore, SW Airlines is not at a disadvantage by having their logo within our game.

Resources:

<https://southwest50.com/our-stories/pure-heart-the-evolution-of-the-southwest-corporate-logo/>

<https://www.copyright.gov/fair-use/>