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BRAND STYLE GUIDE

BECAUSE MUSIC BRINGS US ALL TOGETHER

Life Amplified
Life Amplified

2017 / 18



ROGER BROOKS >
International



INTRODUCTION

THE BRAND GUIDELINES

Welcome to the Tinley Park, Illinois brand style guide.

A unified and consistent use of these guidelines is one of the key ways by which we will visibly distinguish and strengthen the equity and value of the Tinley Park brand over the medium and long-term.

These guidelines are designed to help everybody involved in the production of marketing communications for Tinley Park. They also play an important role in building our brand. Please take time to read and understand them: The design principles have been carefully considered and developed to ensure that our visual identity is consistent in a wide variety of applications. The brand will continue to evolve as requirements and applications grow to become a fully comprehensive guide for years to come.

This document provides detailed guidelines for working with the Tinley Park logo and its use on a variety of marketing applications and village communications. Thank you for making the brand a priority!





BRAND STYLE GUIDE

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SECTION | 01

THE LOGO

The Tinley Park logo

Clearspace & sizing

Logo versions

Permitted colors of the 1-color logo

Permitted stand-alone logo elements

Prohibited logo usage

The Tinley Park bug

Departmental logos

01 - 1 THE LOGO

Music has the power to change lives. It also has the power to bring people together—regardless of age, race or gender—to mourn, rejoice, celebrate, or to learn.

The Tinley Park logo was designed to capture this creative and personal link between the village and its residents with music. The guitar neck that emerges out of the “L” in Tinley is also a clear message to those who see the logo that Tinley Park, Illinois is all about music.

The Tinley Park logo is broken down into two segments. The first part is the Wordmark that makes up the village name of Tinley Park and the state of Illinois text. The second part is the tagline: Life Amplified. Together they comprise the Tinley Park logo.

This 3-color logo is the primary logo. A full breakdown of the other logo versions as well as breakdowns of each color are described further in this Brand Style Guide.



1 The Wordmark

The text that makes up the Wordmark is much like a personal signature. Its artistic flare has a clear link to music. The violet color represents creativity, wisdom, dignity, grandeur, devotion, peace, pride, independence, and love. These themes are the driving force behind most of the music written and performed in the world.

2 The Tagline

Life Amplified is a proud statement of Tinley Park’s devotion to music and also to the spirit of those individuals lucky enough to call Tinley Park home.

01 - 2 CLEAR SPACE & SIZING

The Clear space has been established to ensure logo visibility and impact. Maintaining the Clear space zone between the logo and other graphic elements such as type, images, other logos, etc., ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

As shown below, the amount of clear space that is required around the Tinley Park logo is equivalent to the height of the “n” in Tinley. Make a square box equal to that height, which is called “X”. Then make sure that much space is clear between the logo and any other graphic or text. This is shown in the shaded grey area. This is your logo clear space.



Minimum Logo Size



Clear space

When the logo is at the size you desire, make a square box that is the height of the “n” in Tinley. This is the amount of padding, or **clear space** that should surround the logo at all times.

Minimum size

The Tinley Park logo should never be reduced in size smaller than 1.25 inches in width. This will ensure optimal clarity and readability.

01 - 3 LOGO VERSIONS

The Tinley Park logo is available in four different versions shown below.

The first (Logo A) is the 3-Color Standard, or positive logo. This should be the primary logo choice when placing the logo over a light colored background.

The second (Logo B) is the 3-Color Reverse or negative logo. This version is the primary choice when placed over a dark colored background.

The third & fourth are 1-color logos that are used over light or dark colored backgrounds when only one color will work.

Logo A



Logo B



Logo C



Logo D



Logo A: 3-Color Standard

The primary logo of choice whenever possible. This version should only be placed on a light background.

Logo C: 1-Color Standard

When color restrictions require a 1-color logo, the 1-Color Standard logo should be used.

Logo B: 3-Color Reverse

When placed on a dark background, and full color is available, this logo should always be your first choice.

Logo D: 1-Color Reverse

If color restrictions call for a 1-color logo on a dark background, this logo should be used.



01 - 4 PERMITTED COLORS OF THE 1-COLOR LOGO

We know there are four versions of the logo which are described on the previous page. Both 3-Color logos can never have alternate color. This page shows which colors of the 1-Color Standard and 1-Color Reverse versions are permitted.

There are four permitted 1-Color Standard logo colors: Black, Violet, Brass, and Silver. Only three colors of the 1-Color Reverse logo are permitted: White, Brass, and Silver. **Note:** whenever the color Brass is used in a reverse logo, the color is tinted to 80% of its original color.

3-Color Standard



1-Color Standard-Black



1-Color Reverse-White



3-Color Reverse



1-Color Standard-Violet



1-Color Reverse- Brass 80%



1-Color Standard-Brass



1-Color Reverse-Silver



1-Color Standard-Silver



3-Color Positive & Reverse

No other color versions apply to these versions. Both must never change.

1-Color Standard

The four colors above are the only permitted for this version.

1-Color Reverse

The three colors above are the only permitted for this version.

01 - 5 PERMITTED STAND-ALONE LOGO ELEMENTS

The logo can be broken out into three different stand-alone elements: The Wordmark by itself, the Tagline by itself, and the Wordmark without state text. The latter version can ONLY be used within the village, such as on downtown pole banners. Any use of the Wordmark without the inclusion of

“Illinois” must be approved by the Brand Leadership Team. When using the Tagline as a separate stand-alone graphic, it can be broken into two lines and rotated. This is the only instance where this is permitted. The permitted color rules of the previous page also apply here.

Wordmark

The Wordmark can be used without the Tagline. All same rules regarding clearspace from section 01 - 2 also apply here.



Tagline

The Wordmark can be used without the Tagline. Only when the tagline is used as a separate graphic element can it be broken into two lines and rotated.

Life Amplified

*Life
Amplified*

Wordmark without State

This version of the Wordmark is only permitted when used within the Village, such as on downtown pole banners. The same color versions and clearspace rules with regard to the standard Tinley Park logo apply to both the Wordmark logo with or without the Illinois text.



01 - 6 PROHIBITED LOGO USAGE

This page shows several Tinley Park logos that have been used improperly. The use of logos shown in this manner is prohibited. The explanations of why each is prohibited are

at the bottom of the page. Please review each explanation so these errors are not carried out on actual marketing or communication materials.



1. Never use alternate fonts within the logo.
2. Never rotate the logo.
3. Never lighten or make the logo semi-transparent.
4. Never distort the logo vertically or horizontally.
5. Never alter the colors of any element in the logo.
6. Never apply an outline to the logo.
7. Never apply a drop shadow to the logo.
8. Never place the logo over a busy image making it hard to read.
9. Never apply a color to the logo that is not a primary color.
10. Never add visual elements to the logo.
11. Never allow businesses to use elements of the logo.
12. Never place the logo over other shapes or patterns.

01 - 7 THE TINLEY PARK BUGS

Music Bug

The Tinley Park Bugs are additional graphics that can be used to add visual interest to printed pieces, signage, and merchandise. The Music Bug comes in either a 2-color

version or several 1-color versions. The permitted colors of the 1-color Music Bug are show below. Each of the bug graphics can be rotated and have its opacity altered.

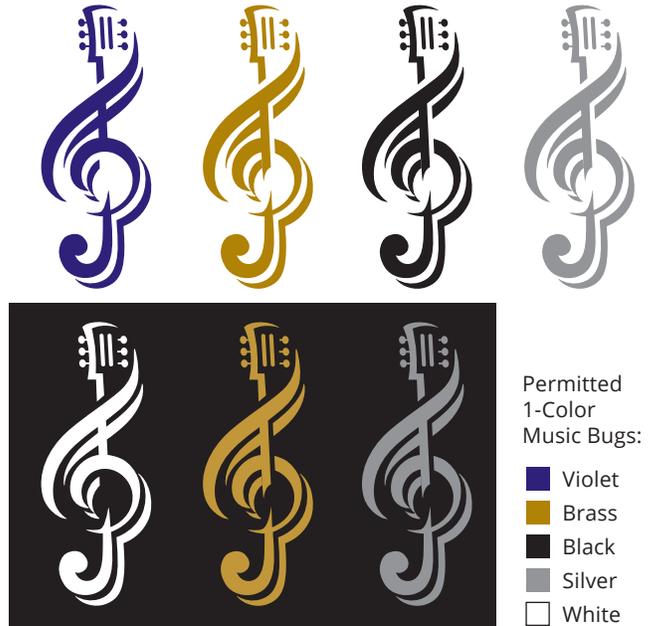
2-Color Standard Music Bug



2-Color Reverse Music Bug



Permitted 1-Color Standard Music Bugs



Initial Bug

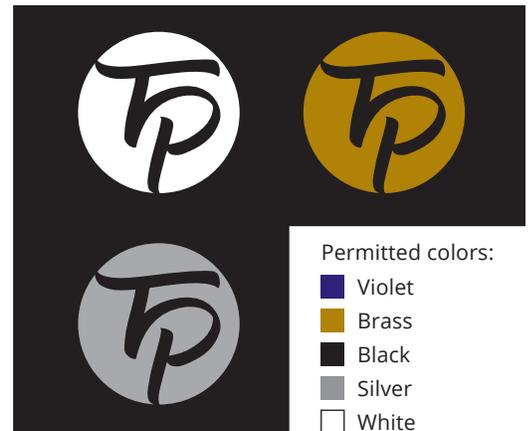
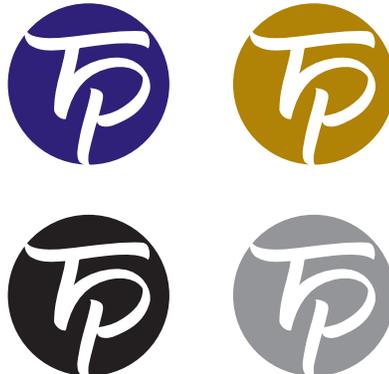
The Initial Bug, like the Music Bug comes in a 2-color version and several 1-color versions. The permitted color

varieties of the 1-color Initial Bug are shown below. Note that there is not a 2-Color Reverse Initial Bug.

2-Color Initial Bug



Permitted 1-Color Standard Initial Bugs





01 - 8 DEPARTMENTAL LOGOS

Additional logos for the Chamber of Commerce and village departments use the template shown below. They work as a 3-color logo and as a 1-color logo. The font used for the department names is Dundee Bold.

The police, fire and parks departments should use a more conservative look for their logos. Gotham Black is used for the primary text, with Avenir Heavy & Black used above and below. Additionally, the Music Bug is watermarked behind.

If the Chamber wants to tie into the brand, their logo could adopt the Violet & Brass colors as well as using the Initial Bug.





SECTION | 02

COLOR PALETTES

Primary color palette

Secondary color palette

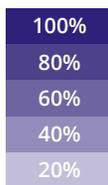
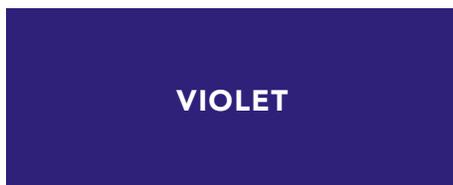


02 - 1 PRIMARY COLOR PALETTE

The primary color palette is an important element in the Tinley Park brand. The consistent use of these colors helps reinforce the brand in the eyes of consumers, visitors and residents. It also serves as your first choice in colors

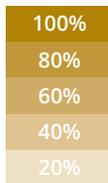
when designing branded marketing pieces. The primary color palette includes the only colors allowed when using a 1-color logo or bug. The names, color code breakdowns and tinting variations are show below.

PRIMARY COLOR PALETTE



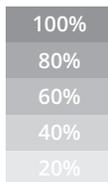
VIOLET

Color Codes	CMYK : C100 M095 Y000 K022
	Pantone : 274C
	RGB : R049 G035 B123
	Web : #31237b



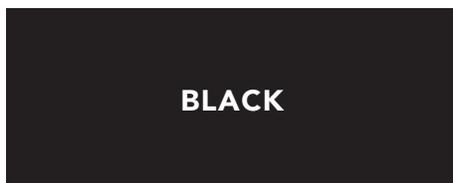
BRASS

Color Codes	CMYK : C000 M030 Y100 K035
	Pantone : 1255C
	RGB : R166 G122 B005
	Web : #a67a05



SILVER

Color Codes	CMYK : C000 M000 Y000 K050
	Pantone : 430C
	RGB : R147 G149 B152
	Web : #939598



BLACK

Color Codes	CMYK : C000 M000 Y000 K100
	Pantone : BlackC
	RGB : R000 G000 B000
	Web : #000000



WHITE

Color Codes	CMYK : C000 M000 Y000 K000
	Pantone :
	RGB : R255 G255 B255
	Web : #ffffff

02 - 2 SECONDARY COLOR PALETTE

The secondary color palette is used to add depth to the brand and variety in designing collateral. These colors are meant to compliment the primary color palette. However, these colors should not be used as primary floods of color.

They can be used as headers, in charts, as filtered images (which will be addressed later in the is guide), and as blocks of color in other graphic treatments. The color codes and tint percentages of each are shown below.

SECONDARY COLOR PALETTE



AQUA

Color Codes	CMYK : C100 M000 Y006 K018
	Pantone : 313C
	RGB : R000 G148 B194
	Web : #0094c2



VANILLA

Color Codes	CMYK : C000 M000 Y015 K006
	Pantone : 614C
	RGB : R241 G237 B210
	Web : #f1edd2



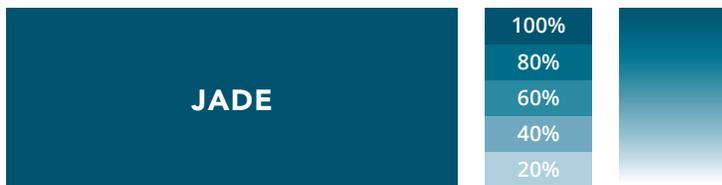
LIME

Color Codes	CMYK : C056 M000 Y100 K00
	Pantone : 376C
	RGB : R125 G194 B066
	Web : #7dc242



TANGERINE

Color Codes	CMYK : C000 M060 Y100 K000
	Pantone : 165C
	RGB : R245 G130 B032
	Web : #f58220



JADE

Color Codes	CMYK : C100 M000 Y008 K065
	Pantone : 3035C
	RGB : R000 G084 B110
	Web : #00546e



SECTION | 03

TYPOGRAPHY

Primary fonts

Secondary fonts

Hierarchy

Messaging



03 - 1 PRIMARY FONTS

Avenir & Dundee Bold

The primary headline fonts are Avenir in either Heavy or Black weights and Dundee Bold. The other weights of Avenir (Light & Roman) are being shown as a creative option down the road. But for now stick with the two bold

versions for headline use. Both fonts can be used in either uppercase or upper/lowercase. As a general rule, Headlines using Avenir should be ALL CAPS, and those using Dundee Bold should be Upper/Lower.

AVENIR FONTS

AaBbCcDdFfGgHh 123456789@!\$%

Light

ABCDFEGHIJKLM
NOPQRSTUVWXYZ
0123456789

Roman

ABCDFEGHIJKLM
NOPQRSTUVWXYZ
0123456789

Heavy

ABCDFEGHIJKLM
NOPQRSTUVWXYZ
0123456789

Black

ABCDFEGHIJKLM
NOPQRSTUVWXYZ
0123456789

THIS IS SAMPLE TEXT
USING AVENIR ROMAN

THIS IS SAMPLE TEXT
USING AVENIR HEAVY

THIS IS SAMPLE TEXT
USING AVENIR BLACK

DUNDEE BOLD

AaBbCcDdFfGgHh 123456789@!\$%#&

This is a sample headline in
Dundee Bold using upper
and lower case letters.

THIS IS A SAMPLE HEADLINE
IN DUNDEE BOLD USING
UPPER CASE LETTERS.

Download Fonts

Link : www.myfonts.com



03 - 2 SECONDARY FONTS

Open Sans

Secondary fonts make up body text, sub-heads, call-outs, footers/headers, and other text attributes where text is smaller. Body text should use the Light and Regular weights. Subheads should use the Semi-Bold or Bold. Open

Sans is a clean, san-serif font that is easy to read in large text blocks. Wide text blocks are hard to read, so it is best to use 2-3 columns of text when the copy spans the width of the page. No column should be wider than 3.75" wide.

OPEN SANS FONTS

AaBbCcDdFfGgHh123456789@!\$%

Light ABCDEFGHIJKLM NOPQRSTUVWXYZ 0123456789	Regular ABCDEFGHIJKLM NOPQRSTUVWXYZ 0123456789	Semi-Bold ABCDEFGHIJKLM NOPQRSTUVWXYZ 0123456789	Bold ABCDEFGHIJKLM NOPQRSTUVWXYZ 0123456789	Extrabold ABCDEFGHIJKLM NOPQRSTUVWXYZ 0123456789
---	---	---	--	---

<i>Light Italic</i> ABCDEFGHIJKLM NOPQRSTUVWXYZ 0123456789	<i>Regular Italic</i> ABCDEFGHIJKLM NOPQRSTUVWXYZ 0123456789	<i>Semibold Italic</i> ABCDEFGHIJKLM NOPQRSTUVWXYZ 0123456789	<i>Bold Italic</i> ABCDEFGHIJKLM NOPQRSTUVWXYZ 0123456789	<i>Extrabold Italic</i> ABCDEFGHIJKLM NOPQRSTUVWXYZ 0123456789
---	---	--	--	---

This is a sample of body text using Open Sans Light in a sentence to get a better idea of how the font looks.

This is a sample of body text using Open Sans Regular in a sentence to get a better idea of how the font looks.

This is a sample of body text using Open Sans Bold in a sentence in order to get a better idea of how the font looks.

Download Fonts

Link : www.myfonts.com



03 - 3 FONT HIERARCHY

The purpose of a font hierarchy is to maintain a consistent delineation of font weights and sizes as you work down from headlines to body copy. As you can see there are options at each level, which gives designers flexibility to create materials that are not so restrictive. The chart below

gives suggested weights and point size ranges for each level. It is, of course, impractical to assign the same font sizes for all applications. When laying out communication materials, use the specifications as a guide to maintain correct hierarchies between sections of copy.

FONTS HIERARCHY		
HEADING H-1	DUNDEE BOLD 24 / 36	AVENIR HEAVY 24 / 36
	AaBbCcDdFf GgHh 123456 789@!\$%&#	AaBbCcDdFfGg Hh123456789@! \$%&#
HEADING H-2	AVENIR HEAVY 18 / 24	AVENIR MEDIUM 18 / 24
	AaBbCcDdFfGgHh liJjKkLlMmNn12345 6789@!\$%&#/<>()*	AaBbCcDdFfGgHh liJjKkLlMmNn12345 6789@!\$%&#/<>()*
SUBTITLE	OPEN SANS BOLD 12 / 15 PT	OPEN SANS SEMIBOLD 12 / 15 PT
	AaBbCcDdFfGgHhIijjKkLlMm nNn123456789@!\$%&#/<)*	AaBbCcDdFfGgHhIijjKkLlMm nNn123456789@!\$%&#/<)*
BODY COPY	OPEN SANS REGULAR 09 / 14 PT	OPEN SANS LIGHT 09 / 14 PT
	AaBbCcDdFfGgHhIijjKkLlMmNn 123456789@!\$%&#/<>()*	AaBbCcDdFfGgHhIijjKkLlMmNn 123456789@!\$%&#/<>()*
BODY TEXT	OPEN SANS REGULAR 08 / 14 PT	OPEN SANS LIGHT 08 / 14 PT
	AaBbCcDdFfGgHhIijjKkLlMmNn 123456789@!\$%&#/<>()*	AaBbCcDdFfGgHhIijjKkLlMmNn 123456789@!\$%&#/<>()*



03 - 4 MESSAGING

Messaging text here

FIRST MESSAGING PAGE

FPO



03 - 4 MESSAGING

Messaging text here

SECOND MESSAGING PAGE

FPO



SECTION | 04

PHOTOGRAPHY

Brand imagery style

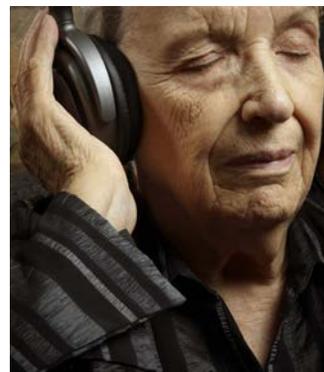
Filtered images

04 - 1 PHOTOGRAPHY

Because words alone can't tell the story

Photographs are the most emotionally resonant component in the visual style of the Tinley Park brand, and are the embodiment of our brand personality. Good photography captures the energy and vitality of the music

brand. Good photography should communicate the creativity, diversity, and commitment to music as a way to bring us all together. It should be expressive, evocative, colorful, and capture the spirit of Tinley Park.



04 - 2 FILTERED IMAGES

Alternate photography style

By applying filtered images to marketing pieces, designers can bring a different effect into play. The image below in the top left is a standard image. By adding the colored filter effect, the image takes on an interesting monochro-

matic look. The colors in the secondary palette work well since they are bright. Avoid using dark colors if you want to clearly see the image. The best colors for this effect are shown on the bottom of the page.



How to create this effect in Photoshop

1. Reduce the saturation of your image to zero.
2. Add a new layer on top of the image.
3. Fill the top layer with your color choice.
4. Change the Blend Mode of color layer to Multiple.



SECTION | 05
GRAPHIC ELEMENTS

05 - GRAPHIC ELEMENTS

The graphic elements shown on this page can be used to add texture and an element of music to your designs. Each can be used by itself or combined with others as shown with the ribbon and textured paper. Other elements can

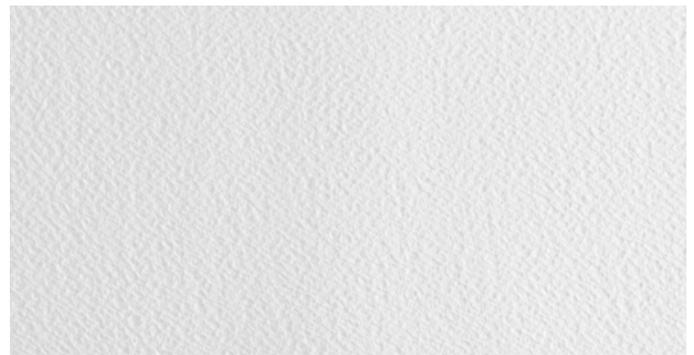
be added over time. All of these graphic elements can be manipulated to be more transparent and overlaid with each other if desired. Creative uses of all graphic elements is encouraged.



Musical ribbon



Musical ribbon over textured paper



Textured paper



Music notes



Music lines



Music notes & lines



Aged paper



Initial Bug



Music Bug



Funky music graphics



SECTION | 06

BUSINESS PAPERS

Letterhead

Business cards & envelopes

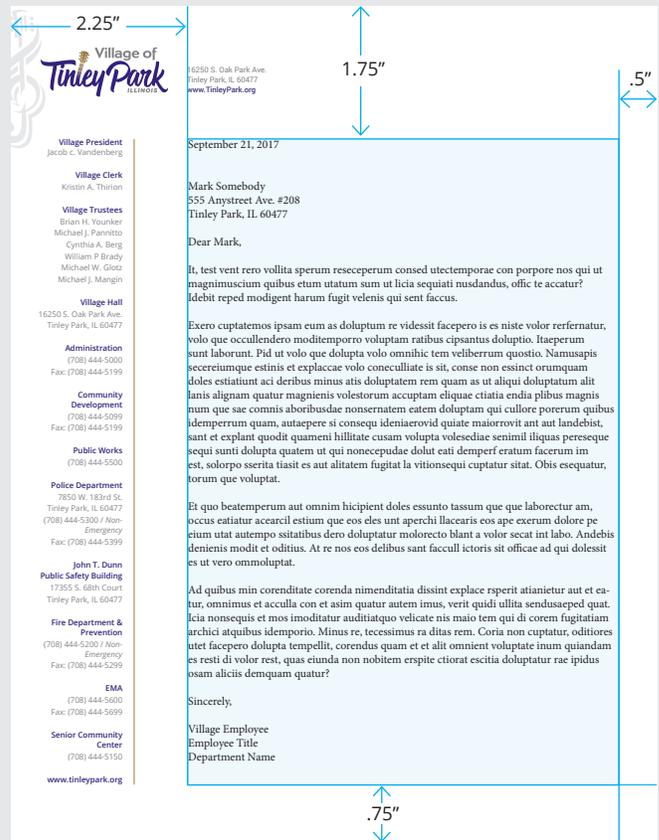
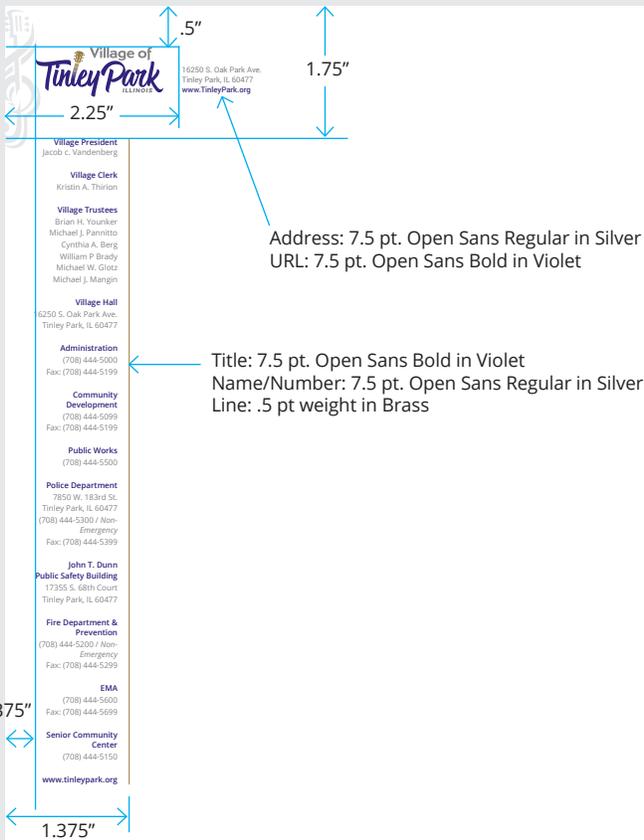


06 - 1 LETTERHEAD

The Tinley Park letterhead is shown below as a blank sheet on the left side, with the alignments of the logo, address and the cropped watermark Music Bug. The example on the right side shows the appropriate alignment of the date,

salutation and body text with the appropriate margins all around. A native InDesign template of the letterhead is included in the brand graphics kit.

COMPANY LETTERHEAD



Usage :

The Tinley Park letterhead is set up for a 3 color PMS Spot, or a 4 color process print run. This letterhead should be used for all official village communications. For multiple page documents, the letterhead stock should only be used on the first page.

Dimension :

8.5" x 11"

Weight :

Something similar to 24# bond Strathmore Ultimate White.

06 - 2 BUSINESS CARDS & ENVELOPES

Business cards are often the first use of the new logo. These new cards help introduce the brand to residents and business associates. Below are examples of the new card front and back and the envelope design. They can

be run as a 3-color PMS spot, or a 4-color CMYK process press run. Printing the back side of the card is optional. A native InDesign template of both the business cards and envelopes are included in the brand graphics kit.

BUSINESS CARDS

Front side



Optional Back side



Dimension :

2" x 3.5"

Weight :

100# Cover Ultimate White

ENVELOPES

Usage :

The business envelope should be a standard #10 envelope. You can also produce the same envelope with a window for village billing use.

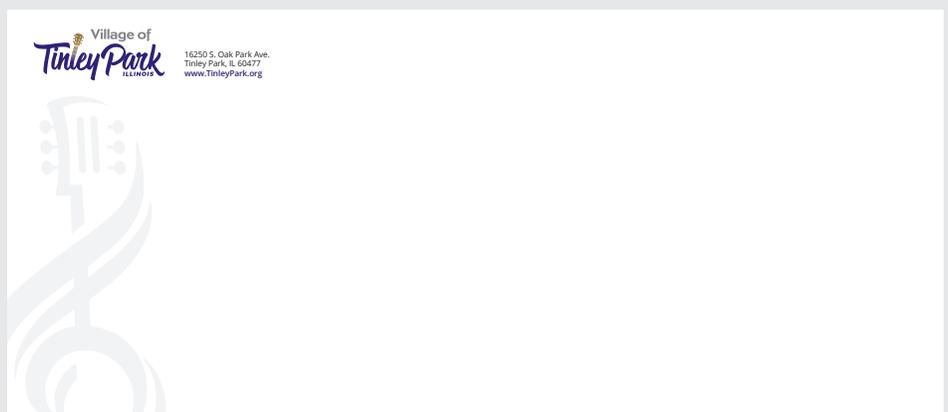
Dimensions :

#10 envelope: 9.5" x 4.125"

Weight :

24# Bond Ultimate White

Front side





SECTION | 07

DIGITAL APPLICATIONS

- Website landing page
- Cell phone application
- Online banner ads
- PowerPoint template
- Email Signature
- Newsletter Template

07 - 1 WEBSITE DESIGN

A good way to introduce the brand to online visitors is a splash page or landing page. The goal is to highlight several main categories that visitors and potential new residents

can check out. The sub-pages can get into all the detail that are needed on a tourism website. The splash page should be clean, simple and clearly promote the music brand.

WEBSITE LANDING PAGE



Usage :

The number of main categories on the Tinley Park splash page can vary. But to avoid the page looking cluttered there should never be more than five.

07 - 2 CELL PHONE APPLICATION & BANNER ADS

Responsive Mobile Application

It is important to have a responsive website that is optimized for use on cell phones. Visitors don't want to be bothered by constantly zooming in and out of pages.

Online Banner Ads

Banner ads are an easy way to get the new brand in front of consumers, visitors, residents and the general public. It is important to always position Tinley Park with music.

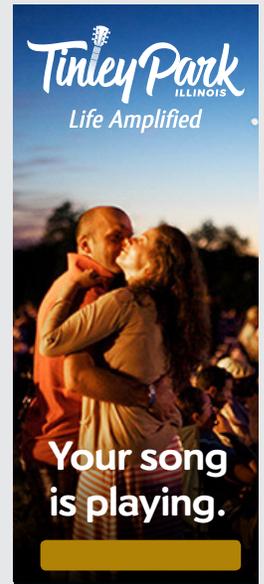
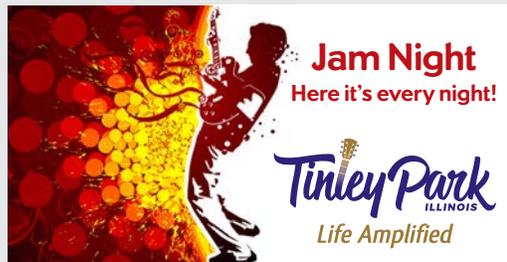
CELL PHONE APPLICATION



Usage :

By redesigning the splash screen to be optimized when it is opened on a cell phone, all of the artwork, images, and text are easy to read on a small screen.

ONLINE BANNER ADS



Usage :

Often a visual is all you need to grab attention. Do not get overly wordy in banner ads. Usually a headline and the logo over an image will do. If you need to explain more, use a link that will take visitors to your website.

07 - 3 POWERPOINT TEMPLATE & EMAIL SIGNATURE

PowerPoint Template

Below is a branded PowerPoint template design. It is important to have a consistent look to village use presentations. Additional designs should be created.

Email Signature

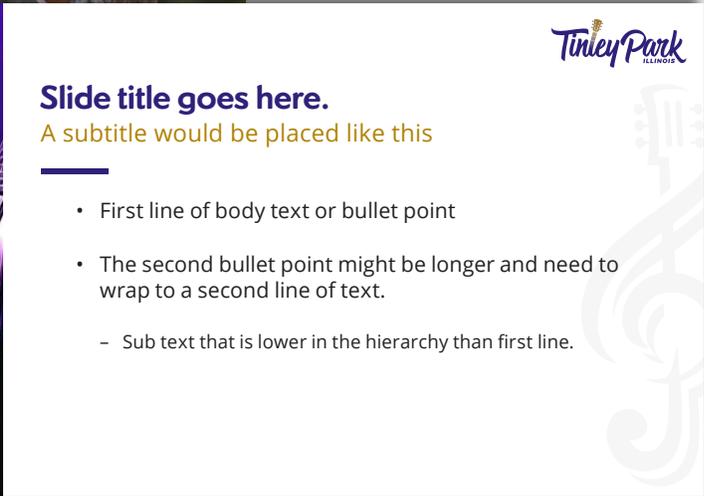
An early branding adoption should be the use of an email signature for all village employees. This template ensures that all signatures will be consistent and on brand.

POWERPOINT TEMPLATE



Usage :

This template uses only the person's email and phone number. If additional contact information is needed, a second line can be used in silver.



Presentation Title Footer 1

EMAIL SIGNATURE



Donna Framke - Marketing Director

dframke@tinleypark.org Office: 708-444-5100

Usage :

The person's name is in 12.75 pt Open Sans Bold Violet while their title is the same size but Regular Italic Brass. The contact info is 9.5 pt Regular in Silver.



07 - 4 NEWSLETTER TEMPLATE

Village Newsletter

Named Crescendo for bringing the village together in one loud voice, the newsletter should show a music-themed cover shot and several highlighted spotlight articles with

related images. The cover layout also allows for a special callout banner at the top, giving the village up to four article links along with the main cover story.



The featured cover article title is placed here and uses Open Sans Semibold.

When a subtitle is used, it would go under the title in Open Sans Italic



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Inside this issue:



This is where the first title would be placed.

All copy relating to the first article would be placed under the title.

Page 2



A second article head would go here.

All copy relating to the first article would be placed under the title.

Page 3



The final feature article is like this.

All copy relating to the first article would be placed under the title.

Page 4



SECTION | 08

FULL DESIGN CONCEPTS

Full page ads

Brand posters

Brochures

Downtown pole banners

Vehicle designs

Exterior signage

Flags

Merchandise opportunities

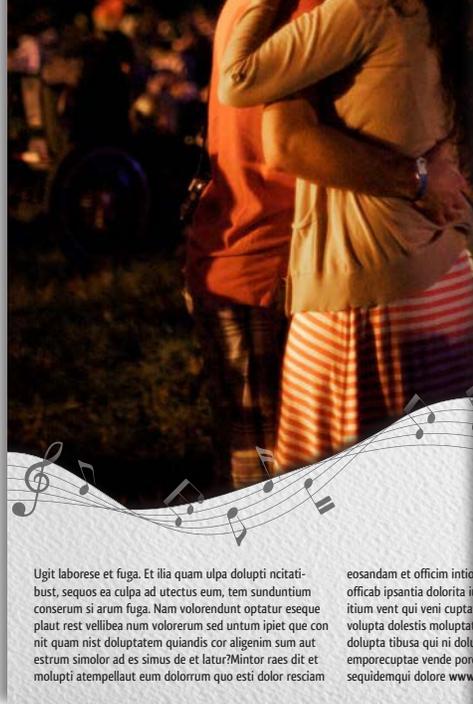
Sample logo usage agreement

08 - 1 FULL PAGE ADS



Providing your life's soundtrack.

Pull page ad concept



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Our playgrounds are a little different.



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Tinley Park
ILLINOIS
Life Amplified

Full page ad concept



08 - 1 FULL PAGE ADS



Pull page ad concept

Music is not what we do, it's who we are.



The love of music never grows old.

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Pull page ad concept

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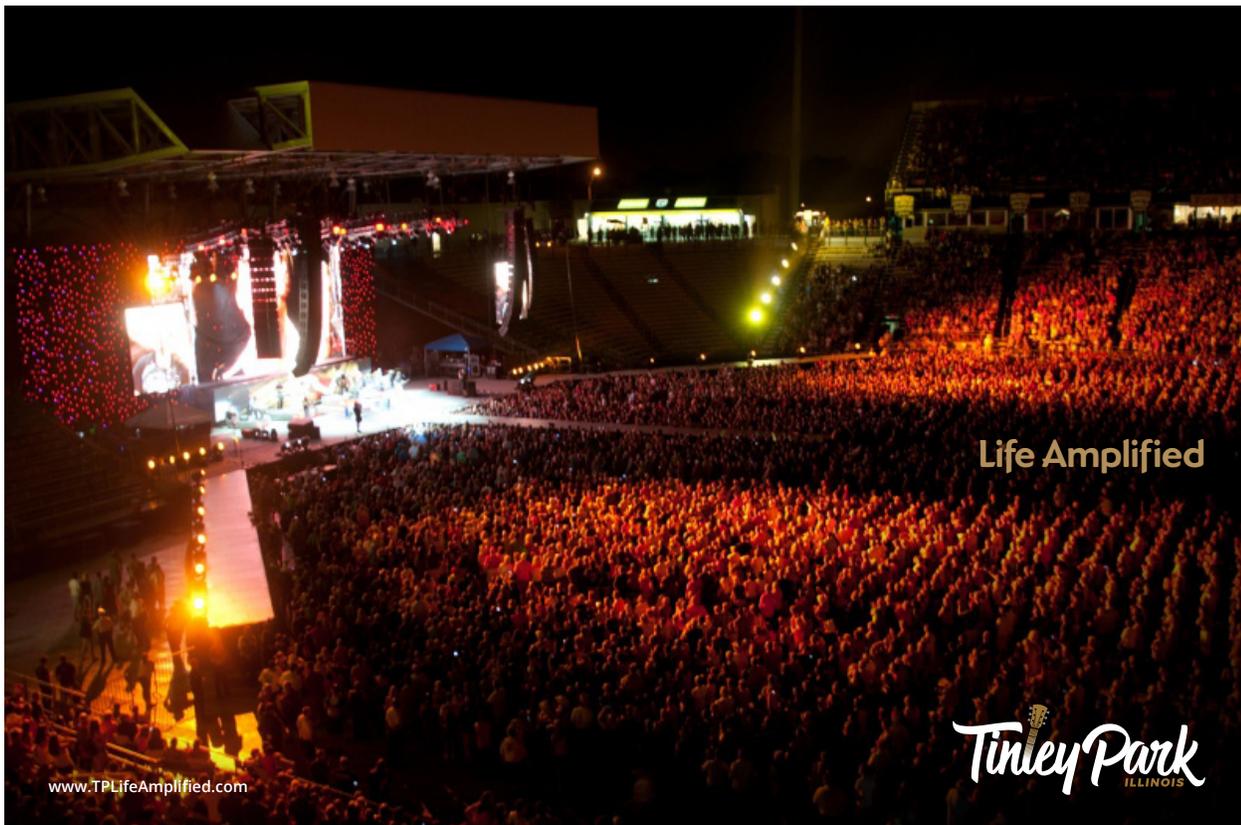


08 - 2 BRAND POSTERS

Brand poster



Brand poster





08 - 2 BRAND POSTERS

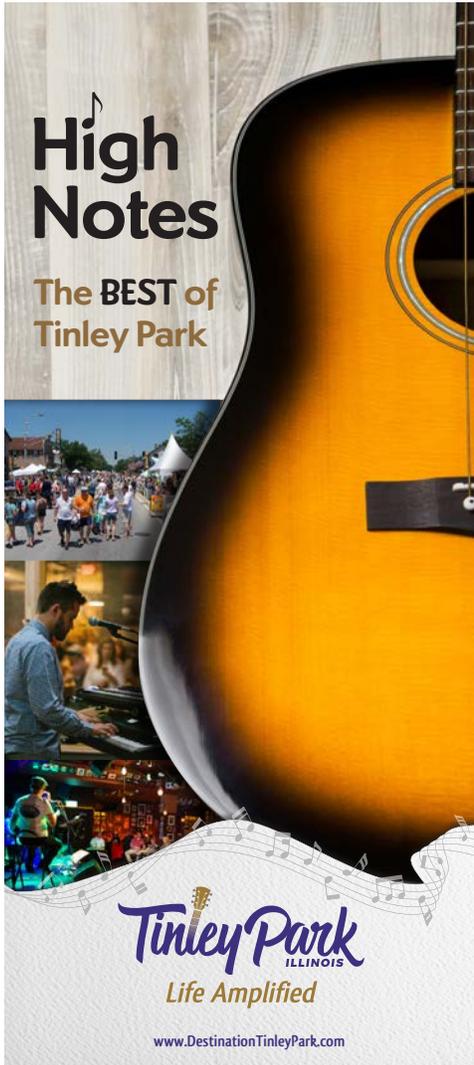


Graphic
Brand
posters





08 - 3 BROCHURES



Best of Tinley Park brochure cover

Guide to Event Production in Tinley Park



Events guide cover

08 - 3 BROCHURES



Community profile brochure



Business opportunities brochure

08 - 4 DOWNTOWN POLE BANNERS



The designs for downtown pole banners are meant to be colorful, artistic, and feature either the logo or a music focused design. They can be used as single or double banners. When using double banners, it is recommended that you have the logo on one side and a music graphic or image on the other side.

Sponsored Banners

Additional revenue streams can be created by having businesses sponsor banners. This gives them the opportunity to advertise their services with their name at the bottom of the banners for a designated time period.



08 - 5 VEHICLES

Village-Owned
Service Vehicles



Brand Awareness
Vehicle Wrap

08 - 6 EXTERIOR SIGNAGE



Vehicular Wayfinding



Information Kiosk



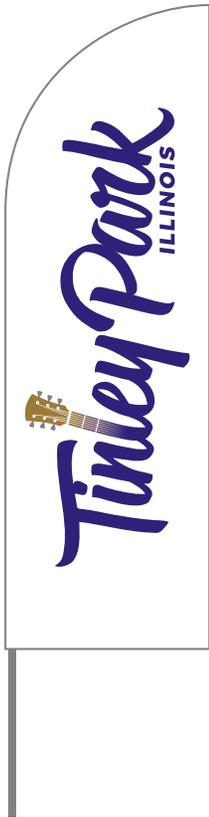
Gateway Sign

08 - 7 FLAGS

Standard Flag Concepts



Feather Flag Concepts



08 - 8 MERCHANDISE OPPORTUNITIES

Harmonica



Coasters



Note: Only in the design of clothing can the logo can be angled and manipulated to create grunge and other fashion forward designs. No other merchandise is allowed this exception.

Lanyard



Cowbell



Buttons



Women's Designer T



Guitar Case (front/back)



08 - 8 MERCHANDISE OPPORTUNITIES



Guitar Pick



Coffee Mug



Guitar Strap



Water Bottle



Music Stand



Hoodie



Men's Sweatshirt



08 - 9 SAMPLE LOGO USAGE AGREEMENT

Use of the [City Name] Logo

Please check the applicable answer to the following questions, providing details where indicated.

1. This application for permission to use the City of Anywhere logo is with respect to:
 - Print marketing/promotional material and/or informational or educational literature. Please briefly describe the purpose of your communication and the form it will take. For example, advertising in a newspaper, magazine, newsletter; event invitation or program; brochure or leaflet; poster; direct mail piece, etc.
 - Electronic publications, for example, a Web site, online newsletter or video. Please briefly describe.
 - Other. Please briefly describe.
2. The date/expected period of use of the logo is _____
3. The intended reproduction of the logo is in _____
 - Color
 - Black only
 - White only (reversed in a dark background color)
4. The City of Anywhere is connected with this program, event or activity:
 - as a primary sponsor/participant
 - through funding support such as Cultural/Arts grant
 - Other (please provide details)
5. A mock-up/sample layout of the intended logo application is attached. Yes No

TERMS AND CONDITIONS

The Corporation of the City Anywhere (herein referred to as the "Corporation") hereby grants to the party identified below, the "Licensee" a non-exclusive, non-transferable license and permission to use and display the City of Anywhere Logo (herein referred to as the "logo") subject to the party agreeing to the following terms and conditions:

1. The Licensee shall not make any alterations to the logo, or adapt the logo as part of another graphic symbol or mark.
2. The Licensee shall use the logo in accordance with specifications and purpose set out on FORM "A" of this undertaking.

3. The Licensee shall not use the logo for any commercial purposes, including clothing and memorabilia.
4. The Licensee shall not grant permission to any other person to use the logo.
5. The Licensee's use of the logo will adhere to the City of Anywhere's policies with respect to diversity, race relations and accessibility.
6. The Licensee acknowledges that the Corporation assumes no liability in respect of my use of the logo.
7. The permission granted shall be for an event taking place between _____ XX, 20XX – _____ XX, 20XX, or the period of use described in question 1.
8. The Corporation reserves the right to terminate logo usage immediately if there is a breach with questions 1-5.

The licensee hereby accepts all of the conditions with respect to the use of the logo as set out in paragraphs 1 to 8.

(NAME & SIGNATURE OF INDIVIDUAL REPRESENTING THE PARTY)

(MAILING ADDRESS)

(EMAIL WHERE LOGO IS TO BE SENT)

(CONTACT NUMBERS)

(NAME AND TITLE, Approving on behalf of the City of Anywhere)

Dated at Anywhere, USA this ____ day of _____, 20__



THANK YOU FOR INTEREST

contact us

For further information please contact us :

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WE LOVE OUR BRAND

THANK YOU FOR FOLLOWING OUR GUIDELINES



GOOD LUCK