



Town of Eden Bicentennial 2012 Logo Guidelines

Introduction

The Town of Eden Bicentennial 2012 logo (the “Bicentennial logo” or the “logo”), pictured above, is the property of the Town of Eden. Use of the logo is administered by the Bicentennial Steering Committee. It represents the town and the Bicentennial celebration and therefore it is important to: (a) preserve the integrity of the logo, and (b) recognize that it has value. With this in mind, the following guidelines, effective October 1, 2010, have been developed for use of the Bicentennial logo.

Permission

- 1) All requests for permission to use the logo must be made in writing to the Bicentennial Steering Committee, c/o Eden Town Hall, 2795 East Church Street, Eden, NY 14057.
- 2) Requests must include a description of how, when, and where the logo will be used. If logo use is associated with a product or service that will be sold, the selling price of the item(s) and an estimate of the expected total revenue is required.
- 3) Logo use is only allowed after the express written approval of the Bicentennial Steering Committee.

Format

- 1) A logo sheet of the image in reproducible format will be supplied by the Committee in conjunction with or following written approval for use of the logo.
- 2) The logo can not be altered in any way, other than overall size, with no changes allowed to the proportions or look of the logo’s elements or images.
- 3) The logo can only be used in its original colors or black and white.
- 4) The logo can only be used in its entirety, inclusive of the entire image, the text “Town of Eden Bicentennial,” and the text “1812-2012.”

Fees & Distribution

- 1) Costs associated with the production of materials that use the logo are not the responsibility of the Bicentennial Steering Committee or the Town of Eden.
- 2) For products or services that feature the logo and are not being sold, no fee is due to the Bicentennial Steering Committee. (For example, adding the logo to the cover of a restaurant’s menu requires permission but no fee.)
- 3) For products or services that feature the logo and are being sold, a fee of ten (10) percent of the selling price is due to the Bicentennial Steering Committee. (For example, a shirt featuring the logo and selling for \$20.00 requires a \$2.00 fee to the Committee.)
- 4) Merchandise, whether sold or not, can be made available to the public after Oct. 1, 2011.