



## Urbandale Centennial Logo Usage Policy

The Urbandale Centennial Steering Committee is generally supportive and appreciative of others utilizing the Urbandale Centennial image to promote facets of the year-long Centennial celebration. **However, requests to use the logo must be approved by the Urbandale Centennial Steering Committee in an effort to maintain the continuity and integrity of the logo.** No business or organization may use the logo so that it appears to be its own logo.

In order to protect the integrity of the symbol and graphic identity of the Urbandale Centennial Logo, organizations, businesses, or individuals wishing to use the logo must seek prior approval by completing and submitting the attached application for approval. Applications will be reviewed by the Urbandale Centennial Steering Committee and its Marketing subcommittee at meetings held on the second Wednesday of each month. The Urbandale Centennial Steering Committee has the right to refuse any request.

Any use of the logo without prior approval from the Urbandale Centennial Steering Committee will be considered in violation of this policy, and the party responsible for the violation could be required to pay restitution.

Guidelines for proper use of the graphic standard are contained in the attached Graphic Standards Manual.

Use of the logo must not be for profit unless an exception is made by the Urbandale Centennial Steering Committee.

Urbandale Centennial Steering Committee  
c/o Urbandale Community Action Network  
PO Box 7615  
Urbandale, IA 50323  
515-278-3936  
[info@urbandalenetwork.org](mailto:info@urbandalenetwork.org)  
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## Urbandale Centennial language and logo use application

Name of individual, business or organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

Please detail how you propose to use **Urbandale Centennial language and logo**? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Please specify the wares or document(s) upon which the mark will be used, and **provide a proof** (an illustration maybe acceptable).

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

One-time use: \_\_\_\_\_ Ongoing use: \_\_\_\_\_

Start date of event for which logo will be used: \_\_\_\_\_

End date of event for which logo will be used: (must specify for review) \_\_\_\_\_

I understand that the Urbandale Centennial language and logo are the property of the Urbandale Centennial Steering Committee and that I will use them only as approved by the Urbandale Centennial Steering Committee. The wares and services for which the Urbandale Centennial logo is being used by me or my organization are not for

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commercial use. Furthermore, if approved, I will use the logo in accordance with the rules stated in the graphic standards manual.

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Applicant

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Urbandale Centennial Steering Committee representative

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Date

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Date

EFFECTIVE DATE:	RESPONSIBILITY:	APPROVED BY:	REPLACES NO:	PAGE 2
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## Graphic Standards Manual

This material has been prepared to ensure everyone who uses the Urbandale Centennial logo maintains the integrity of the symbol.

### Official Mark

The graphic identity outlined in this material is the official mark of the Urbandale Centennial Celebration, and it may not be used without permission. It is not to be applied to any commercial articles for resale without approval of the Urbandale Centennial Steering Committee.

The logo must be applied as defined in this material. For any situation that it is not covered in the manual, please contact Mary Polson, UCAN Program Coordinator, at 515-278-3936.

### Color Keys

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The graphic color logo is reproducible in a two-color spot process. The color of the logo cannot change and must reflect the following PMS colors: Dark Blue: PMS 281, Light Blue: PMS 2995.

### **Logo Type**

At all times the “Uniquely Urbandale” logo type must be present when using the logo. The logo type must be present along the left and bottom sides of the logo. There will be no exceptions to moving the logo type.



### **Black and White Logo**

The Black and White logo can be used in substitution of the colored logo, if necessary.



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### Text with the Logo

A business/organization name placed next to the Urbandale Centennial logo is prohibited. The only text allowed in proximity to the Urbandale Centennial logo is the following:

- “*Proud Supporter of*” to read as if the business/organization supports the Urbandale Centennial.

Example: Proud Supporter of:



[www.urbandalenetwork.org/centennial](http://www.urbandalenetwork.org/centennial)

- “*Official Event of*” to be used as an endorsement of the event by the Urbandale Centennial Steering Committee.

Example:

Official Event of:



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### **Sharing ad space with other logos**

The Urbandale Centennial Steering Committee may have occasion to sponsor events in conjunction with other organizations or support other venues and functions. An expression of support may be shown by including the Centennial logo with another on promotional materials. The Urbandale Centennial Steering Committee recommends the following guidelines when using its logo:

1. Placement should be visible, legible and, when possible, in the upper left or lower left corner of the promotional material.
2. Size should be at least equal to other logo(s).
3. If the Urbandale Centennial Steering Committee is the sole sponsor, the event logo may have 'top billing' with the Centennial logo used to complement the billing in either a shared space on the top or as the footer along the bottom of the promotional material.
4. A copy of the material featuring other organizations must be reviewed by a representative of the Urbandale Centennial Steering Committee to ensure proper logo usage.

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