

Uniquely Urbandale Logo Usage Policy

While the Urbandale Chamber of Commerce, City of Urbandale, Urbandale Development Association and Urbandale School District are generally supportive and appreciative of others promoting its Uniquely Urbandale image to promote the City, **requests to use the logo must be forwarded to the Urbandale Chamber of Commerce in an effort to maintain the continuity and integrity of the logo.** No business or organization may use the logo to appear that it is their own logo.

Uniquely Urbandale and the Uniquely Urbandale logo are trademarked by the Urbandale Chamber of Commerce. Only the Urbandale Chamber of Commerce, City of Urbandale, Urbandale Development Association and the Urbandale School District have the legal right to use the logo within the parameters defined.

In order to protect the integrity of the symbol and graphic identity of Uniquely Urbandale, organizations, businesses, or individuals wishing to use the logo must seek prior approval. Any non-profit organization or business who wishes to use the logo must submit the attached application for approval. Decisions will be made monthly on the third Tuesday by the Urbandale Chamber of Commerce Executive Committee. Any use of the logo without prior permission will be in violation of the Uniquely Urbandale trademark, and could be required to pay restitution. The Urbandale Chamber of Commerce has the right to refuse any request.

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

Use of the logo must not be for profit or souvenir manufacturing unless exception is made by the Urbandale Chamber of Commerce. Any non-approved uses could result in punitive damages.



Uniquely Urbandale language and logo use application

Name: _____

Name of Business/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____ Web Site: _____

Please detail how you wish to use the Uniquely Urbandale language or logo? _____

Specify the wares or document(s) the mark will be used on, and **provide a proof** (an illustration maybe acceptable).

One Time Use: _____ Ongoing Use: _____

Date of event when the logo will be used: _____ Start Date: _____

End Date (must specify for review) _____

I understand the Uniquely Urbandale logo and mark are the Registered Trademarks of the Urbandale Chamber of Commerce and that I will use them only as approved by the Urbandale Chamber of Commerce. The wares and services for which the Uniquely Urbandale logo is being used by me or my organization are not for commercial or souvenir use. Furthermore, if approved, I will use the logo in accordance with the rules stated in the graphic standards manual.

Applicant

Chamber of Commerce

Date

Date

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

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

The new Uniquely Urbandale logo was established at the beginning of 2004 as the official logo for the City of Urbandale, Urbandale Chamber of Commerce, and Urbandale Development Association. A few months later, the Urbandale Public School System adopted the logo for their official logo as well, creating a unique partnership between all entities.

The logo, designed by Essman and Associates, provides a unifying symbol of our quality of life and unique business opportunities in Urbandale.

Official Mark

The graphic identity outlined in this manual is the official mark of the City of Urbandale, Urbandale Chamber of Commerce, Urbandale Development Association, Urbandale Public School System, 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 Chamber of Commerce.

The logo must be applied as defined in this manual. For any situation that it is not covered in the manual, please contact:
Tiffany Menke – 515-331-6855

Logo Type

At all times “Uniquely Urbandale” logo type must be present when using the logo. The logo type must be present along the right sides of the diamond. 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 needed.



White Logo

A reversed logo can be used in substitution of the colored or black and white logo if needed.

Text with the Logo

A business/organization name placed next to the Uniquely Urbandale logo is prohibited with the exception of the four entities who use it as their official logo. The only text allowed in proximity to the Uniquely Urbandale logo is the following: Proud Supporter of to read as if the business/organization supports Uniquely Urbandale.

Proud Supporter of:



www.uniquelyurbandale.com

Color Keys

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

Sharing Ad Space with other logos

The City of Urbandale, Urbandale Chamber of Commerce, Urbandale Development Association (UDA) and Urbandale Public School system frequently sponsor events or support other venues and functions. Often an expression of support is shown by including our logo with another on promotional materials. The logo committee recommends the following guidelines when using the logo:

Urbandale Chamber of Commerce – 3600 86th Street
www.uniquelyurbandale.com 515-331-6855

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 City, Chamber, UDA or School System is the sole sponsor, the event logo may have 'top billing' with the 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 Chamber of Commerce to ensure proper logo usage.