

INTRODUCTION

This pamphlet will serve as the Louisiana Purchase Bicentennial Commission's official guide to using the Louisiana Purchase Bicentennial logo and slogan. The logo and slogan are registered Trademarks, owned by the state of Arkansas, and cannot be used for commercial purposes.

The Louisiana Purchase Bicentennial Commission (LPBC) does allow usage of the logo by other entities, under strict policies. In order to protect its registered Trademarks, it may be necessary for LPBC to seek legal means to enforce its trademark policies. This logo usage guide explains both the usage policies and the style guidelines for the official Louisiana Purchase Bicentennial logo.

The logo may be used by entities other than the Louisiana Purchase Bicentennial Commission in the following two situations.

1) License Agreements

LPBC has established a licensing program, whereby businesses may apply for a license to use the logo on merchandise for sale. Under no condition may anyone use the logo on any salable merchandise without a license agreement from the Louisiana Purchase Bicentennial Commission. License applications are available from the LPBC office. Instructions for applying for a license are on page six of this brochure.

2) Permission Granted by LPBC to use Logo in Promotional Materials

Communities and organizations involved in Louisiana Purchase Bicentennial activities may use the logo, with permission, in promotional materials only. Louisiana Purchase Bicentennial Commission reserves the right to determine the appropriate situations, and grant permission accordingly. Information about requesting permission to use the logo on promotional materials is on page six of this brochure.

Electronic images of the logo are available. For questions regarding file formats, please contact the Secretary of State's office at 501) 683-3027.

LOGO ELEMENTS

Preferred Logo

The preferred Louisiana Purchase Bicentennial master logo is comprised of the logo using all elements and is in color. (See disc for colors.)

Logo Integrity

To maintain the integrity of the trademark and the consistency of the logo, the logo must be used within the guidelines. It must never be used in an altered form that is not permitted. It must always have the ® mark. When reproducing the logo, the original art must always be used. “Original art” includes either the printed logo spec sheet, available with this guide, or the electronic version on diskette. Do not attempt to copy from LPBC’s web page, or to recreate the logo yourself.

Font Specifications

All uses of the logo with the slogan must be produced from original art, and not created by the user. The fonts of “Louisiana Purchase Bicentennial” are described on the attached disc. These fonts may be used in related body copy to compliment the logo.

USAGE OCCASIONS

Licensed Materials

Merchandise with the Louisiana Purchase Bicentennial logo cannot be produced without a license from LPBC. Each license application requires that the applicant submit a sample of the product for which they are seeking a license. This usage guide will not give style guidelines on all possible merchandise. Therefore, a licensing applicant should use the logo guidelines contained in this pamphlet, and adapt the logo to the product(s) in design. If a potential license applicant has questions about product concepts or the licensing program, the applicant may contact LPBC and review the situation.

Promotional Materials

The logo may be used, with permission, in “promotional materials” by members of the Louisiana Purchase Bicentennial Committee. This includes: brochures, ads, flyers and point of purchase material. It may not be used on merchandise for sale. LABC must fill out form before producing promotional materials.

The logo should never be altered or displayed in any way other than outlined in this guide.

Publications. If your entity produces an annual or special publication, and wishes to use the Louisiana Purchase Bicentennial logo, you may request permission following the procedure on the attached form. When used in publication, the logo should usually be placed in the lower right corner of the page, and should not be larger than your own logo.

Banner. LPBC will allow the use of banners, which feature the Louisiana Purchase Bicentennial logo as the prominent design feature – or even the only design feature – with permission. To obtain permission, please contact LPBC and describe how you plan to use the banner. Please take Pantone color chips to the printer to try to match the specified colors.

Premiums. There may be some situations where an organization within Arkansas wants to produce a special “premium” item, such as a T-shirt, mug or pen, with the Louisiana Purchase Bicentennial logo to commemorate an event or conference. If the item is for sale, the organization must apply for and receive a license before producing the item. If the item is a “give-away,” the organization must seek written permission from LPBC, following the process described on the attached form.

Letterhead. The Louisiana Purchase Bicentennial logo shall not be used on letterhead, envelopes or business cards other than by LPBC.

LOGO USAGES TO AVOID

Never use any element of the logo without the whole logo.

Do not use colors other than those specified without permission of LPBC. All logos with slogans must be reproduced using the original art.

LICENSING AND PERMISSION PROGRAM

The purpose of the Louisiana Purchase Bicentennial Commission (LPBC) permission and licensing program is to allow the production of material bearing the Louisiana Purchase Bicentennial Registered Trademark(s) while protecting and controlling the use of the Registered Trademark. LPBC will pursue a “no exemption” licensing and permission policy. This means that under no condition is any merchandise to be produced and sold with the logo without gaining a license agreement. Furthermore, all uses of the logo on promotional material are conditional upon receiving permission letter from LPBC.

Some organizations may already be using the logo, without knowledge of this policy. Entities that are using the logo prior to the publication of this usage guide are asked to send a copy of the item, which has the logo, with a letter explaining the usage situation to Louisiana Purchase Bicentennial Commission.

All parties interested in obtaining either a license or permission should follow the procedures described below.

LPBC Licensing Program

A license is a legal contract, which grants the rights to use the Trademark, intellectual property or Registered Service Mark of one organization by another organization. The license agreement contract includes a Quality Control standard, licensing fee specification, a duration of contract, and other specifications of terms. Louisiana Purchase Bicentennial Commission has a process whereby interested parties may apply for a license. License applications are available from LPBC's office. The applicant will fill out the license application, which asks for background information and a description of the proposed item(s). Louisiana Purchase Bicentennial Commission will review all license applications, and will determine whether or not to grant a license for each applicant. If LPBC determines that a license/permission is to be granted, the entity will be asked to sign a license agreement, which specifies the terms of the agreement. To request additional license applications, please contact LPBC, at 501) 683-3027.

Permission Program for Use in Promotional Materials

The purpose of the Louisiana Purchase Bicentennial logo is to promote tourism in Arkansas. Organizations and entities that also promote tourism and the Louisiana Purchase Bicentennial in Arkansas may use the logo on promotional materials with the permission of LPBC. To request permission to use the logo, the organization must fill out the enclosed permission contract requesting permission to use the logo. The application should describe the situation in which the organization proposes to use the logo, and give some background about the organization. Louisiana Purchase Bicentennial Commission will review all requests for permission, and will determine whether or not to grant permission for each applicant. If LPBC determines that permission is to be granted, LPBC will sign the Application of Permission, which specifies the usage of the logo, which will be allowed. The Letter of Permission will include references to Quality Standards for logo usage.

Terms of Use, Escape Clause

LPBC reserves the right to cancel the license agreement, effective upon notification to the licensee, for any violation of these usage guidelines or if LPBC determines that the licensee's use of the Louisiana Purchase Bicentennial logo is outside the scope of the original licensing agreement, is inappropriate, fails to maintain the integrity of the registered trademark, or fails to properly promote the Louisiana Purchase Bicentennial within the state of Arkansas.

Electronic images and additional spec sheets are available from LPBC.

Please address all letters and inquires concerning permission and licensing to:

Louisiana Purchase Bicentennial Commission
State of Arkansas
Kelly Rigby
Room 22 Arkansas State Capitol
Little Rock, AR 72201
Telephone: 501) 683-3027
[http: www.lapurchase.org](http://www.lapurchase.org)
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