



TOWN OF CONCORD BICENTENNIAL 2012 Logo Guidelines

Introduction: The Town of Concord 2012 Bicentennial logo (the “logo”) pictured above is the property of the Town of Concord. Use of the logo is administered by the Bicentennial Steering Committee through the office of the Supervisor, Town of Concord.

The logo contains the approved Bicentennial slogan:

“Preserve the Past *Celebrate the Present *** Anticipate the Future”**

Both the logo and the slogan represent the Town and the Bicentennial celebration and therefore it is important to: a) preserve the integrity of the logo/slogan, and b) recognize that it has value. With this in mind, the following guidelines, effective October 14, 2011, have been developed for the use of either the Bicentennial logo or the slogan.

Permission:

- 1) All requests for permission to use the logo/slogan must be made in writing to the Bicentennial Steering Committee, %Concord Town Hall, 86 Franklin St., PO Box 368 Springville, NY 14141-0368.
- 2) Requests must include a description of how, when and where the logo/slogan will be used.
- 3) The use of the logo and/or slogan is only allowed after receiving the express written approval of the Bicentennial Steering Committee.

Format:

- 1) Along with the written approval the Committee will provide the logo in either sheet form or a digital .jpeg image.
- 2) The logo/slogan can not be altered in any way, other than overall size, with no changes allowed in the proportions or look of the logo elements or images.
- 3) The logo can only be used in its original colors or black & white.
- 4) The logo can only be used in its entirety, inclusive of the entire image, the slogan , the text “Town of Concord, NY Bicentennial, and the text “1812 –2012”.

Costs, Fees and Distribution:

- 1) The goal of the Steering Committee is to promote the Bicentennial Year as one of community involvement, fun and pride in Concord. With this in mind the Committee has decided to distribute the logo free of charge to all approved applicants.
- 2) Applicants are encouraged to use the logo/slogan throughout 2012.
- 3) Costs associated with the production of materials that use either the logo or slogan are not the responsibility of the Bicentennial Steering Committee or the Town of Concord.