



LOGO AND TAGLINE USE Application

CONTACT INFORMATION (please print)

Name: _____ Phone: _____

Organization or Business: _____

Street Address: _____ Email: _____

LOGO AND TAGLINE USE CONDITIONS

The Downtown Duncan logo (brandmark) and the “Small. In a big way.” Tagline, and variations thereof, are the property of the City of Duncan and the Downtown Duncan Business Improvement Area (DDBIA). Any reproduction of the logo or tagline, other than for DDBIA approved marketing campaigns, specified municipal use, licensed programs of the City of Duncan, or without the City of Duncan’s expressed written permission, is strictly prohibited.

We hope to make the process of using the brand as easy as possible, while attending to the very important matter of maintaining brand consistency. Our brand is free to use, but we do ask that you agree to comply with the rules of usage. Applicants are welcome to select from one of the existing taglines or use a new tagline, upon approval. Logo and font files will be provided to successful applicants. Please submit applications to the City of Duncan.

EXISTING LOGO AND TAGLINES



- Small town. Big finds.
- Small town. Big style.
- Small town. Big art.
- Small town. Big taste.
- Small town. Big fun.

INTENDED USE

Advertising Signage Promotional Material Merchandise

Other (please describe): _____

TAGLINE USE

Existing (see above): _____

New: _____

SIGNATURE

I agree to the following terms and conditions of usage:

1. Your approval to use the logo/tagline is for the use specified on this application only. Any variation on the tagline or any alternative use of the logo will require filling out another application form.
2. The logo may not be altered in any way including shape, colour, or wording.
3. Once approved, all new taglines will be added to the list of existing taglines available for use.

Signature _____ Date _____

OFFICE USE ONLY

Approved by: _____ Date Received: _____ Committee Review: Y / N

Personal information you provide on this form is collected pursuant to Section 26 of the *Freedom of Information and Protection of Privacy Act* and will only be used for the purpose of processing this application. Your personal information will not be released except in accordance with the *Freedom of Information and Protection of Privacy Act*. Questions about the collection of your personal information may be referred to the Corporate Services Coordinator by email: duncan@duncan.ca or phone: 250-746-6126.