

Graphic Standards Agreement Overview

The Graphics Standards aim to ensure that the **City of Camden** visual style is used correctly and that the integrity of the brand is protected. As a Tourism Development Partner, you will primarily encounter graphic standards issues when producing print and electronic/digital advertising and promotional messaging. Templates for all these materials are available upon request.

Graphics and Logo Usage Control

The Graphics and Brand Identity materials are proprietary to the City of Camden, South Carolina and shall not be disclosed or used by anyone without the express written consent of the City of Camden. Graphic materials will be released to Partners upon Signed Agreement to the following:

Graphics and Logo Usage Agreement

Before granting permission to access and download the **City of Camden trademarks and logos**, and related documentation and content, acceptance of this Graphics and Logo Usage Agreement is subject to the following terms:

- The **City of Camden** trade mark, logo, graphics, or content may not be used for or by any commercial purpose without prior written approval of the City of Camden through the Tourism Development Office – rgood@camdensc.org or kspadacenta@camdensc.org
- You may not alter the appearance and essence of the trade mark, logo, graphics, or content, so as to avoid unintended associations with any other objects, including, without limitation, type, photographs, illustrations, borders, and edges.
- You may not use the Trade Mark as a feature or design element or incorporate it into any other service mark/logo. You may never use the symbol without the logotype “City of Camden”.
- You agree to submit your layout/concept of each proposed use/project *incorporating the size and location requirements outline on Page 2 of this document*, for PRIOR APPROVAL before projects are submitted for any print or electronic publishing.
- Submit all requests for prior approval by contacting the Tourism Development office with Subject: Request for Brand Approval to rgood@camdensc.org. Please specify your deadline. **We will reply promptly.**
- You (the "undersigned") acknowledge by your signature and acceptance of this Agreement that you are the authorized representative of your organization.
- Your rights to use the Marks will terminate immediately and without notice if any terms of this agreement are breached by you and your organization, and will be subject to remedies and penalties for copyright infringement.

(Stipulations continue on Page 2)

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Logo Requirements on Advertising & Promotional Items

When utilizing **the City of Camden logo** on promotion or specialty items the logo(s) should be used for optimum legibility. City of Camden / Tourism Office must approve design layout and approve use and position of use on every type of item.

When utilizing **the City of Camden logo** on Print and TV advertisements, it is to be placed in the bottom center, bottom left, or – *if you ad doesn't include the SCPRT logo*, Camden's can be placed on the bottom right.

Minimum Size Requirements

The **City of Camden logo** should always be used for optimum legibility and should follow the below minimum size guidelines.

For print media:

full page ad* - 2 inch logo size

(*for print ads and materials larger than 8.5" X11", logo size must be enlarged proportionally)

1/2 page ad - 1 1/2inch logo size

1/3 page ad - 1 1/4 inch logo size

1/4 page ad, 1/6 page ad and 1/8 page ad - 1 inch logo size

For outdoor billboards:

The **City of Camden logo** must be no smaller than 6.5 feet wide.

For digital banners & websites:

The **City of Camden logo** must be included on the digital banner or your website home page as a "hotlink" to the City of Camden's website www.cityofcamden.org

For TV Ads:

When utilizing the logo in television spots, the logo is to be placed in the center, bottom center or bottom right of the screen for a minimum of: 05.

For Radio Ads:

The radio spot must mention "City of Camden"

I, the undersigned, understand and agree to abide by the terms of use outlined in this document.

Printed Name: _____ Title: _____

Partner Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ FAX: _____ Cell: _____

Email: _____

SIGNATURE: _____ DATE: _____

TOURISM DEVELOPMENT SIGNATURE: _____ DATE: _____