

Guidelines for Use of Churchill's 50th Anniversary Logo

Organisations wishing to use the 50th Anniversary logo for reproduction must apply in writing to Churchill and District Community Association.

Applications should be made to:

info@cdca.org.au

Or

CDCA

PO BOX 191

Churchill, VIC, 3842

Applications for use will be assessed against these Guidelines and, where clearly suitable, the logo will be supplied.

Where there is some doubt of the suitability of purpose for which the logo has been requested, the request will be referred to the next CDCA Committee meeting for decision.

Guidelines

Organisations wishing to use the 50th Anniversary logo must apply to Churchill & District Community Association (CDCA) for permission to use the logo and must specify:

- Each event or activity for which the logo is to be used
- Date and location of each event or activity
- Where the logo will appear (and approximate reproduction size)
- Electronic file format requested

CDCA has determined that the 50th Anniversary logo may be used to:

- Promote (generally) Churchill's 50th Anniversary year
- Publicise specific 50th Anniversary events and activities being conducted in 2015
- Brand specific events and activities in 2015 as 'official' 50th Anniversary celebrations
- Endorse commemorative 50th Anniversary publications
- Endorse commemorative 50th Anniversary merchandise where the profits are retained by community not-for-profit organisations

Other purposes will be considered on a case-by-case basis.

Applicants should note:

- The logo is available in colour and B&W and must be reproduced 'as is' – colours are not to be changed and single colour reproduction is to be in Black & White
- It may not be stretched, contracted, or otherwise altered or distorted
- It may not be modified in any way and must be used as a stand-alone logo – no merging with text, images or other logos
- It may be enlarged, or reduced in size to a minimum of 3 x 4cm, in keeping with the purpose of reproduction (e.g. large banner; small icon on A4 flyer)
- The logo may not be used to endorse any commercial business
- The logo is available in JPEG, PDF and TIF file formats

Use of Churchill 50th Anniversary Logo Application Form

Organisation Name:

Contact name:

Phone:

Email address:

Reason for use of the logo:

Proposed use of the logo:

Events or activities for which the logo is to be used	Dates and locations of each event or activity	Where the logo will appear (and approximate reproduction size)	Electronic file format (JPEG, PDF or TIF)
1.			
2.			
3.			
4.			
5.			
6.			

I have read the 'Guidelines for Use of Churchill 50th Anniversary Logo' and agree to abide by these Terms and Conditions. The Logo will only be used for the purposes as detailed above.

Name:

Signature:

Please apply to:

info@cdca.org.au

Or

CDCA

PO BOX 191

Churchill, VIC, 3842