



# City of Lake Charles Sesquicentennial Celebration

## Logo Usage Policy

The City of Lake Charles Sesquicentennial logo may only be used with written consent of the City of Lake Charles Sesquicentennial Committee. Upon approval, a PDF file containing the logo and its specifications will be emailed to the recipient.

If the terms listed below are violated or not agreed upon, the City of Lake Charles Sesquicentennial Committee reserves the right to prohibit any organization, community group, business or event from using the logo.

In order to use the City of Lake Charles Sesquicentennial logo, you must agree to the following:

- Only agencies, organizations, community groups, businesses, events or activities approved by the City of Lake Charles Sesquicentennial Committee may utilize the logo.
- The City of Lake Charles Sesquicentennial logo may not be altered or modified in any way. In order to maintain the highest production quality, the logo must always be reproduced from the high-resolution file provided to you by the City of Lake Charles Sesquicentennial Committee. When enlarging or decreasing the size of the logo, you must make sure that the logo is not stretched horizontally or vertically. Only items produced by the Lake Charles Sesquicentennial Committee will be considered “official” commemorative pieces unless otherwise noted.
- In order to be approved for use, the event must have a connection to Lake Charles history and an element of celebrating the City of Lake Charles Sesquicentennial. The event or item must accurately reflect the history of Lake Charles and pay homage to the City’s cultural and historical roots.

The City of Lake Charles Sesquicentennial Committee must approve exceptions to the color usage guidelines. If your agency, organization, community group or business would like to reproduce the logo, please complete the Logo Usage Application.



## City of Lake Charles Sesquicentennial Logo Usage Application

Organization Name: \_\_\_\_\_  
Type of Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
Website: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Event/Activity Name: \_\_\_\_\_  
Location: \_\_\_\_\_  
Date: \_\_\_\_\_ Time: \_\_\_\_\_

### Your Contact Information

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Logo Usage Information

Briefly describe how your organization will use the City of Lake Charles Sesquicentennial logo:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please sign and return completed form to: City of Lake Charles, Attn. Katie Harrington, 326 Pujon Street, 10<sup>th</sup> Floor, Lake Charles, LA 70601. Completed forms can also be faxed to 337-491-1206 or emailed to [katie.harrington@cityoflc.us](mailto:katie.harrington@cityoflc.us).

**I agree to abide by the City of Lake Charles Sesquicentennial Style Guide:**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

For office use only			
Date Rec'd:	Logo Usage Approved: (y/n)	Date Logo Usage Approved:	Approved by: