



# LOGO LICENSING *Policy*

*Effective Date: January 2024*

The Ness County Old Settler Reunion (OSR) Committee owns all rights to the official 2025 OSR logo. To maintain its integrity and ensure appropriate use, the following policy outlines the terms and conditions for licensing the logo to businesses and organizations.

## Eligibility Criteria

Businesses and organizations are eligible to apply for a license to use the 2025 OSR logo if they:

- Intend to use the logo for promotional or commercial purposes aligned with community values.
- Agree not to use the logo for any offensive, harmful, or controversial purposes.

The OSR Committee reserves the right to reject applications that do not meet these criteria.

## Licensing Fee

- **Giveaways:** No charge if the logo is used for giveaways, as long as a donation has been made to the reunion.
- **Sales:** A \$100 fee applies if the logo is used on items that are sold.
- **Donors:** Those who have donated \$500 or more will have free use of the logo.

## Permitted Uses

Licensees may use the logo on:

- Merchandise or promotional products intended for resale or distribution.
- Marketing materials such as flyers, advertisements, or social media posts.

## Prohibited Uses

The logo may not be used in connection with:

- Offensive, defamatory, or discriminatory content.
- Products or services unrelated to the values and mission of the OSR.
- Any purpose that could damage the reputation of the OSR or its affiliates.

## Brand Usage Restrictions

By purchasing and using the 2025 Old Settlers Reunion logo, you agree to the following brand usage guidelines:

1. **No Alterations** – The logo must not be modified, distorted, stretched, cropped, or altered in any way.
2. **No Color Changes** – The logo must be used in its original colors as provided. Any color modifications are strictly prohibited.
3. **No Shape Adjustments** – The proportions, fonts, and graphic elements of the logo must remain unchanged.
4. **Consistent Branding** – The logo must be used in accordance with our official Brand Guidelines below:
  - The official **2025 Old Settlers Reunion** logo must be used as provided without any modifications.
  - Do not alter, distort, or rotate the logo.
  - Maintain proper spacing around the logo to ensure visibility and legibility.
  - The logo consists of the following colors: **Blue** (#4E708D) **Dark Brown** (#3A1C12) **Dark Navy** (#202935) **Rusty Red** (#9C4221) which may not be altered.
5. **No Unauthorized Combinations** – The logo may not be combined with other logos, graphics, or text that could misrepresent our brand.
6. **Approved Use Only** – The logo must only be used for the purposes outlined in the licensing agreement and may not be transferred or sublicensed without prior written approval.

## Application Process

To obtain the rights to use the logo, applicants must:

1. Submit a completed application form.

2. Provide details on the intended use of the logo.
3. Agree to the terms and conditions outlined in this policy.
4. Pay the \$100 licensing fee.

Applications will be reviewed by the OSR Committee, and approval is at the sole discretion of the Committee.

## Logo File and Usage Guidelines

- Upon approval, the OSR Committee will provide the logo in high-resolution formats suitable for printing and digital use.
- Licensees must adhere to provided branding guidelines, which may include specifications for color, size, and placement of the logo.

## Monitoring and Compliance

- The OSR Committee reserves the right to monitor the use of the logo to ensure compliance with this policy.
- Misuse of the logo or violation of these terms may result in revocation of the license without a refund.

## Indemnification

Licensees agree to indemnify and hold harmless the OSR Committee from any claims, damages, or liabilities arising from their use of the logo.

## Termination of License

The OSR Committee may terminate the license at any time if the terms of this policy are violated. Written notice will be provided to the licensee.

## Contact Information

For questions or to request an application form, contact: Ness County Old Settlers Reunion Board at [nesscountyoldsettlers@gmail.com](mailto:nesscountyoldsettlers@gmail.com).

## Payment Information

Payments can be mailed to Ness County Old Settlers Reunion (15343 110 Rd Ness City 67560).  
Or via Paypal ([https://www.paypal.com/donate?hosted\\_button\\_id=BGWCCCCJNGZCU](https://www.paypal.com/donate?hosted_button_id=BGWCCCCJNGZCU))