

Co-Branding with The County of Prince Edward (The County™)

Co-Branding with The County:

From time to time, The County may partner with third party groups/organizations/businesses. In these situations, products and/or events may be co-branded using The County logo. Co-branding with The County logo may only occur when a group or individual has submitted an application that outlines how they meet The County's Co-branding requirements (below), and in return have received approval from The County's Corporate Communications Office.

Application Process:

Third party groups, sponsors, or partner organizations that wish to use The County's logo for co-branding purposes must complete the application to use the municipal logo (below), and submit it to The County's Corporate Communications Office at communications@pecounty.on.ca. The County's Corporate Communications Office will review all applications and provide a response to the applicant within six business days.

Branding Guidelines:

Any use of the municipal logo must comply with The County's Branding Guidelines. Depending on the nature of the co-branding opportunity, the applicant will work with The County's Corporate Communications Officer to determine the most appropriate descriptor line to accompany The County logo (if applicable). Options include:

(A Proud) Part of – Can be used by County departments or Committees

Supported by – when in kind support is provided by The County

Sponsored by – when a portion of funding is provided by The County

Funded by – when all funding is provided by The County.

In Association with/In Partnership with – when event or initiative is a collaborative effort with The County.

Proudly Hosted In – Can be used by signature events being hosted in The County to market The County as a destination.

Eligibility Requirements:

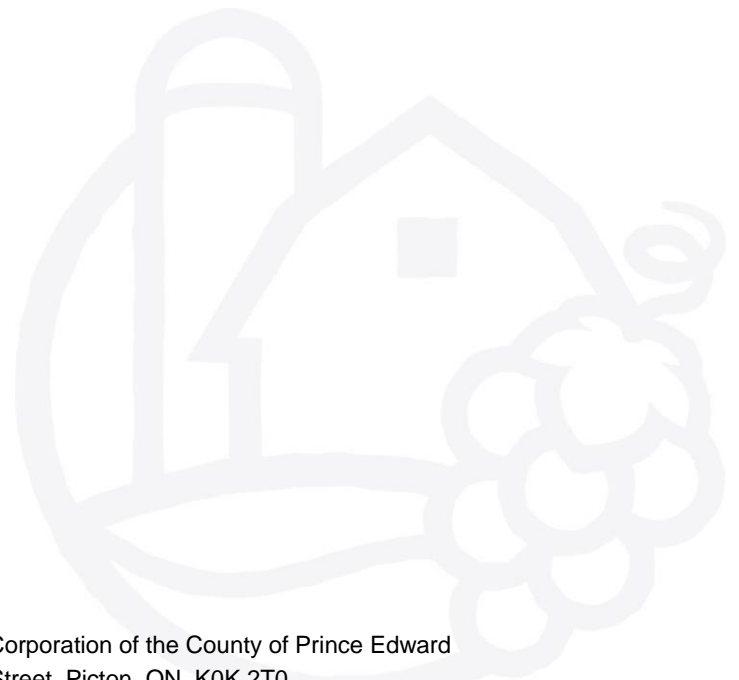
Organizations or individuals who wish to co-brand with The County must identify in their application how they meet any of the eligibility requirements outlined below:

1. Organization has a contractual relationship with The County.
2. Council or a Department has provided official funding for an event, project, or group.
3. Council or a Department has provided in-kind support to an event, project, or group.
4. Organization or event delivers programs or services that directly align with those of a department at The County.
5. Organization or event directly supports the goals and objectives of The County.
6. Co-branding will be free from any perceived or actual conflicts of interests that could damage the integrity of The County brand.

The County has the discretion and authority to grant or refuse the application of any group based on it's assessment of the group's application and eligibility for co-branding.

Please note: Any group or event that has received financial or in-kind funding from either The County or a Sub-Committee/Council of The County is *required* to recognize The County as a supporting partner by displaying The County logo on:

- The organization's website (if applicable)
- Promotional materials for any associated events (if applicable)
- Any associated forms or documents (if applicable)



Application to Use The County™ Logo

The County logo is a trademark, and each use of the County logo must be approved by the Corporation of the County of Prince Edward's Corporate Communications Office. To access and use The County logo, you must become an authorized user by completing this application form and receiving approval from The County's Corporate Communications department for each use. Questions? Call us at 613.476.2148 x 224.

Please complete and return this form to the Corporate Communications Department at the coordinates contained in the footer of this document.

Applicant Information:

Name of organization (or individual):

Address:

Contact name:

Contact telephone:

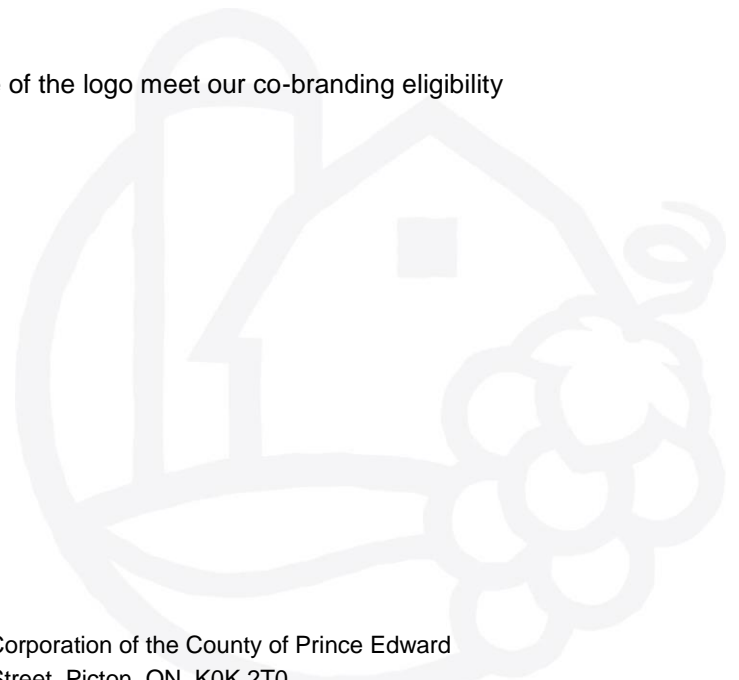
Contact email:

Type of Organization:

Relationship to The County:

Logo Use Information:

How does your organization and your proposed use of the logo meet our co-branding eligibility requirements?



Purpose of Logo Use:

- Event Advertising – paid/posters, etc.
- Site signage (permanent)
- Site signage (temporary)
- Participant/Volunteer t-shirts
- Other: _____

Time Period of Use:

From: _____ To: _____

Type of Logo Requested:

- Horizontal Stacked – full colour
- Horizontal Stacked – reverse colour
- Horizontal Stacked – black on white
- Horizontal Stacked – white on black
- Vertical Stacked – full colour
- Vertical Stacked – reverse colour
- Vertical Stacked – black on white
- Vertical Stacked – white on black
- Unsure – please advise

Type of File Requested:

- .jpg
- .tif
- .eps
- .png
- Unsure – please advise

By signing this application I agree to comply with the terms and conditions of The County's Branding Requirements, as well as any additional stipulations outlined by The County's Corporate Communications Officer with regards to this specific use of The County logo. I understand that this application and any associated approval is for a one time use of the logo and does not give me authority to use the logo for any purpose other than what is indicated in this application. I understand that circulating this logo to third parties is prohibited. I agree to provide a proof of my final product to The County's Corporate Communications Office for approval, and obtain this approval prior to sending it to print, production, or publish. I agree that I will comply with the co-branding requirements outlined in The County's Branding Guidelines, and will use the logo only in a way that will reinforce a positive image of The County.

Applicant Signature: _____

Date: _____

County Communications Signature: _____

Approval Date: _____