

IOWA

MAR 16 1995



Celebrate
Our State

1846 • 1996

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**A GUIDE TO
MEDIA USE OF
OFFICIAL IOWA
SESQUICENTENNIAL
MARKS**

STATE LIBRARY OF IOWA

DES MOINES, IOWA 50319

**IOWA
SESQUICENTENNIAL
COMMISSION**



MEDIA USE GUIDELINES

The Iowa Sesquicentennial Commission (ISC) has prepared this brochure for all media organizations using Official Iowa Sesquicentennial Marks to ensure widespread, consistent and correct use.

WHO . . .

- ★ Publishers, Editors, News Directors, Public Service Directors, Newspapers, Magazines, Television Stations, Radio Stations, and all media outlets interested in Iowa's Sesquicentennial.

WHAT . . .

- ★ The proper use of Official Iowa Sesquicentennial Marks.
- ★ If you propose to use the Marks in ways other than those indicated, please contact the ISC and discuss your proposal with a team member.

WHERE . . .

- ★ Print or broadcast public service announcements.
- ★ Illustrative matter accompanied by editorial.
- ★ On-screen billboards with station identification.
- ★ County Sesquicentennial Commissions' (CSC) plans and activity promotions.
- ★ Officially endorsed event, project and program promotions.
- ★ Community calendars.
- ★ Banners and posters.
- ★ Newsletters.

WHEN . . .

- ★ Anytime you plan to use the Marks in conjunction with print or broadcast public service efforts and media identification.
- ★ To obtain camera-ready artwork and design guidelines for use of Official Iowa Sesquicentennial Marks, contact the ISC.



OFFICIAL IOWA SESQUICENTENNIAL MARKS

ISC Official Symbol and "Celebrate Our State" Theme

- ★ Black and white
- ★ Five colors (red, blue, green, yellow and black)



ISC Banner "Sesquicentennial 1846-1996 Iowa"

- ★ Black and white
- ★ Black and red
- ★ Blue and green



ISC Scenic License Plate

- ★ Black and white
- ★ Four colors (red, blue, green and black)



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Every display of the Marks must include the copyright symbol as shown above.

This Guide has been developed to protect the ISC's identifying Marks and reputation, and to ensure that all materials bearing its name or Marks are the highest quality and positively reflect the finest traditions of the State of Iowa.



MEDIA USE GUIDELINES

WHY . . .

- ★ Official Iowa Sesquicentennial Marks are controlled to protect and honor existing agreements related to the commercial use of the Marks.
- ★ Though the widest possible use and access to the Marks is our goal, we must maintain the value and integrity of the images for our sponsors and licensees.

HOW . . .

PRINT

- ★ Official Iowa Sesquicentennial Marks may be used in news stories carrying a Sesquicentennial theme, or with any information distributed by the ISC or CSCs.
- ★ Marks may be used with a “calendar of events” relating Sesquicentennial activities.
- ★ Marks may not be used to imply sponsorship, except when being used for activities supported by official sponsors. To receive a list of Official Sesquicentennial sponsors, contact the ISC office.

BROADCAST

- ★ Official Iowa Sesquicentennial Marks may be used with station logo to identify call letters and numbers, but must not indicate an association with or endorsement by the ISC.
- ★ Marks may be used in the promotion and airing of historical vignettes and special programming when produced or officially endorsed by the ISC.
- ★ Marks may be used with on-site broadcasts involving official licensees and sponsors.
- ★ On-site banners of officially endorsed events and projects may carry station letters and the Marks when the event is being broadcast or recorded for broadcast.



IOWA'S SESQUICENTENNIAL: CELEBRATE OUR STATE

- ★ The Iowa Sesquicentennial Commission (ISC) was established by Governor Terry E. Branstad and the Iowa Legislature and is chaired by former Governor Robert D. Ray of Des Moines and co-chaired by C.J. Niles of Carroll.
- ★ A non-profit, bipartisan commission of 25 dynamic men and women from all across the state, the ISC is charged with planning the statewide programs and festivities of Iowa's Sesquicentennial celebratory year, which begins and ends on Statehood Day, December 28, 1995, to December 28, 1996.
- ★ The goal of the ISC is to educate, celebrate and commemorate Iowa's past and present, and utilize that as a tool to focus on the future.
- ★ A County Sesquicentennial Commission (CSC) has been formed in every Iowa county. Each CSC will plan local festivities, mobilize volunteers and participants, and implement statewide and local programs in commemoration of Iowa's collective heritage.
- ★ Funding for statewide and local activities celebrating Iowa's 150th birthday is provided by proceeds generated by the sale of Sesquicentennial license plates, the licensing program and support of sponsorship partners.
- ★ Show pride in Iowa. Be part of the Sesquicentennial team. Buy Sesquicentennial license plates today and help support Iowa as we "Celebrate Our State!"

STATE LIBRARY OF IOWA



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COMMERCIAL USE

If you are interested in commercial use of Official Iowa Sesquicentennial Marks, contact the ISC's licensing agent:

Licensing Resource Group, Inc.

515 Kirkwood Avenue
Iowa City, Iowa 52244-2778
Telephone: 319-351-1776
Fax: 319-351-1978

**THANK YOU
FOR YOUR
COOPERATION
AND SUPPORT**

Questions? Comments? Ideas?

Contact us:

Iowa Sesquicentennial Commission

200 East Grand Avenue
Des Moines, IA 50309
Toll-free: 1-800-IOWA150
(1-800-469-2150)

