

IOWA

MAR 16 1995



Celebrate  
Our State

1846 • 1996

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**A GUIDE TO  
NON-COMMERCIAL  
USE OF  
OFFICIAL IOWA  
SESQUICENTENNIAL  
MARKS**

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DES MOINES, IOWA 50319

**IOWA  
SESQUICENTENNIAL  
COMMISSION**



## NON-COMMERCIAL USE GUIDELINES

The Iowa Sesquicentennial Commission (ISC) has prepared this brochure to ensure widespread, consistent and correct use of Official Iowa Sesquicentennial Marks.

### Sesquicentennial Partners

Official Sesquicentennial partners have permission to use the Marks for purposes related to the Sesquicentennial celebration. These partners include:

- ★ County Sesquicentennial Commissions.
- ★ Officially endorsed events, projects and programs.
- ★ Approved Redistribution Grant Partners.
- ★ Approved Planning Partners.

Permissible activities include:

- ★ Announcement of Sesquicentennial plans.
- ★ Sesquicentennial license plate promotions.
- ★ Articles about individuals and organizations involved in Sesquicentennial planning.
- ★ Newsletter articles.
- ★ Banners and brochures.
- ★ General promotion of statewide and local Sesquicentennial activities.

### Other Individuals and Organizations

Other individuals and organizations must write to the ISC and request written permission to use the Marks for the above and related activities.

### Commercial Use

Sesquicentennial Marks may not be used for commercial purposes, except through official licensees. Commercial uses include:

- ★ Paid advertising.
- ★ Merchandise produced for sale.
- ★ Banners and brochures displaying financial sponsorship.
- ★ Other related activity.



## OFFICIAL IOWA SESQUICENTENNIAL MARKS

### ISC Official Symbol and "Celebrate Our State" Theme

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



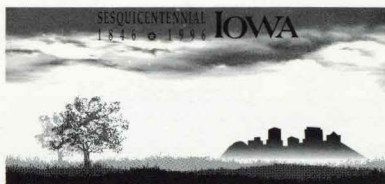
### ISC Banner "Sesquicentennial 1846-1996 Iowa"

- ★ 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.



## NON-COMMERCIAL USE GUIDELINES

### STEP 1 . . . Write for permission.

- ★ If you are interested in using one or more Official Iowa Sesquicentennial Marks, you must write to the Iowa Sesquicentennial Commission and request permission. The ISC will respond to your request and may grant written permission based on a description of your plans to use the Marks.
- ★ Please provide a specific description of your plans:
  - (1) list the Marks you plan to use, and
  - (2) list the specific use of each Mark, including how, when and where.
- ★ You must enclose a sketch and draft copy of the proposed use of the Marks and any material that will accompany the Marks.
- ★ The ISC will respond to your request in a timely manner. Please incorporate some lead time into your plans to use the Marks.
- ★ If you receive written permission, the ISC will provide camera-ready artwork and design guidelines for use of Official Iowa Sesquicentennial Marks.

### STEP 2 . . . Follow the guidelines.

- ★ This brochure has been specifically prepared for all organizations using Official Iowa Sesquicentennial Marks for non-commercial purposes.
- ★ 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.
- ★ After you receive written permission and produce the material bearing the Marks, please send two copies or a photograph to the ISC for permanent archival storage at the Iowa Historical Foundation.



## 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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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.

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)

