



## Metairie Road District Logo Usage Policy

The Metairie Road District logo is a part of an ongoing branding project that seeks to create a cohesive community along Metairie Road.

Use of the Metairie Road District logo is subject to the following guidelines and requirements in order to uphold the brand integrity and image of the Metairie Road District. Please read the guidelines and requirements carefully and complete the Metairie Road District Logo Usage Request Form at the bottom of this document to request permission to use the Metairie Road District logo.

### Metairie Road District Logo Usage Guidelines, Requirements & Rules

#### Logo Licensing:

Use of the logo is being licensed through LeBlanc & Schuster Public Relations and without approval and/or using the logo in an inappropriate manner is prohibited and may result in legal action.

#### Conditions of Using the Logo:

To maintain the integrity of the logo, it must be protected from inappropriate use. By requesting permission to use the logo, you/your organization agree(s) to the following terms & conditions of use:

1. The logo must be used in connection with promoting public awareness of the Metairie Road District, or recognize an affiliation with you or your organization.
2. No one may manufacture for sale a product containing or featuring the logo without prior authorization.
3. The structure and elements of the Metairie Road District logo must not be altered in any way. The logo may not be taken apart; changed in proportion or composition, colors or fonts; or otherwise altered from the trademarked versions shown below.
4. LeBlanc & Schuster reserves the right to automatically withdraw logo usage permission at any time and request that logo materials be removed from circulation if the document does not meet the above-mentioned requirements. LeBlanc & Schuster is not responsible for loss of business or any damages in the event permission to use the logo is revoked.

#### Logo Guidelines:

The logo is shown below in several versions. You may request the version(s) that best suits your needs. Reminder: Colors may not be altered in any way; see above.



Version 1: Full Color



Version 2: Black



Version 3: Single Color

## **Frequently Asked Questions (FAQ)**

### **How Do I Register to Use the Logo? Is there a fee for using the logo?**

Complete and submit the *Metairie Road District Logo Usage Request Form* below. There is a one-time \$25.00 licensing fee only if the logo is being used for resale purposes.

### **How Long Does the Permission Last?**

Permission is granted on an annual basis and will be renewed, provided all logo requirements are met.

### **How Can I Obtain a High-Resolution File of the Logo?**

You may request a specific file type (e.g. .jpg, .eps, PDF, etc.) on the request form and the files will be sent electrically upon approval.

### **Can I Put the Logo on a Website/Other Electronic Media?**

The logo may be used (with approval via the registration process) on websites/other electronic media, as long as the site is professional and supports the integrity of the brand. The site must display the Metairie Road logo in a positive, professional manner. The logo may not be used on sites that promote or portray discriminatory practices against any individual or group based on race, religion, gender, sexual orientation, ethnic background, etc.

### **Can I Use the Logo on Printed Materials and Print Ads (e.g. retail merchandise, business cards, letterhead, brochures, ads, etc.)?**

The logo may be used, and is encouraged to do so, at no cost (with approval via the registration process) on printed materials, as long as they are professional and support the integrity of the brand. A \$25.00 licensing fee is required for use on any products used for resale.



## Metairie Road District Logo Usage Request Form

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Work Email: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Alternate Email: \_\_\_\_\_

I will be using the Metairie Road District logo on (check all that apply):

Printed Business Communications: Business Cards, Letterhead/Stationery, etc.

Please Describe: \_\_\_\_\_

Promotional Materials: Brochures, Flyers, ads, giveaways, etc.

Please Describe: \_\_\_\_\_

Retail Items: Shirt, hat, tote bag, garden flag, cup/mug, car magnet, etc.

Please Describe: \_\_\_\_\_

Website (give website URL/address) \_\_\_\_\_

Other Electronic Media (please list) \_\_\_\_\_

Other (please list) \_\_\_\_\_

Circle logo version requested (circle all that apply):

Version 1: Full Color

Version 2: Black

Version 3: Single Color

Circle file format requested (circle all that apply): .jpg .eps .pdf .png .gif .tif

By submitting this request, I hereby acknowledge that I have read and agree to abide by the policy guidelines, requirements and rules within the official *Metairie Road District Logo Usage Policy*. I understand that any violation of this policy may result in legal action under the laws of copyright and trademark.

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Signature

Date

**Please submit your completed form and processing fee check via mail (Please make check payable to LeBlanc & Schuster) or direct questions to:**

LeBlanc & Schuster Public Relations, Inc.  
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P.O. Box 9214  
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Phone: 504-833-5703  
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