

**Town of Lovettsville**  
**Policy and Application for Use of Town Logo/Branding Materials**

The Town of Lovettsville has developed a unique Town Logo and set of Branding Materials to promote the Town. The Town Council's intention is to make these materials available to other businesses, organizations, and individuals; however, to protect the integrity and continuity of the Town Logo/Branding Materials, prior approval is required. This policy is authorized by Section 1-14 of the Town Code and reference is also hereby made to section 1-13 of the Town Code.

No business, organization, or individual may use the Town Logo/Branding Materials to appear that they are their own or to indicate that use of the materials represents the Town's endorsement of the applicant's products or services. Neither may any user make any changes in the Town Logo/Branding Materials without the advance written approval of the Town.

There is no fee for the use of the Town Logo/Branding Materials; however, approval will not be granted if the applicant owes any outstanding taxes or fees to the Town.

Approval to use the Town Logo/Branding Materials is not transferable by the applicant to any other business, organization, or individual.

The Town Manager is authorized to approve or deny applications for the use of the Town Logo/Branding Materials based on this policy. Granting the use of the Town Logo/Branding Materials by the Town to any business, organization, or individual does not denote an endorsement of the user, nor does it denote acceptance of any liability by the Town of Lovettsville.

**Town of Lovettsville**  
**Application for Use of the Town Logo/Branding Materials**  
**Approved October 12, 2017**

Name: \_\_\_\_\_  
Name of Business/Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-Mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

Please detail how you wish to use the Town Logo/Branding Materials:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Specify the wares or document(s) the mark will be used on, and provide a proof (an illustration is acceptable).

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

One Time Use \_\_\_\_\_ Ongoing Use: \_\_\_\_\_

If this is for an event, date of event when the Town Logo/Branding Materials will be used:

Start Date: \_\_\_\_\_ End Date (must specify for review) \_\_\_\_\_

I understand the Town of Lovettsville's Policy for Use of the Town Logo/Branding Materials and will use the materials requested in accordance with this policy. I will obtain advance written approval to any proposed alteration to the use(s) approved or change to the Town Logo/Branding Materials.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Town Manager's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

For Office Use Only: Application Received _____ Outstanding Payments to the Town (Yes/No) _____ Amount _____ Application Approved _____ Application Denied _____
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