



LOGO USAGE POLICY

INTRODUCTION

Louisburg Historical Society (herein after referred to as “the Society”) is working to build a community presence, as well as to build a recognizable brand through our logo and the 150 seal. It is important to ensure proper usage of the Society logo and 150 seal for consistent branding and to strengthen the Society name and image. A brand is more than a logo, a name, or a message. A brand is a promise to its customers that they can expect long-term security. The Society logo and the 150 seal are the primary visual components of the organization’s brand. In order to maintain the brand’s equity, the logo and seal must be handled consistently.

LOUISBURG HISTORICAL SOCIETY LOGO

The Society Brand

With the creation and growth of the Society, we have an opportunity to build and grow an organization with positive brand image and equity. Proper use of the Society brand will enable us to sustain a clear, unified identity in our community.

Logo Significance

The Society logo was designed to represent the importance of passage of time while keeping focused on the present. The established date of our Society was incorporated into the logo to commemorate that accomplishment.

Graphic Standards

As the Society logo is more widely used we must ensure the integrity – colors and graphics – remain consistent. Therefore, graphics standards have been developed for the Society logo and text. All communications and applications of the logo should follow the standards below:

Projects of the Society will incorporate the Society logo, provided the following guidelines are considered:

- The logo and text should be used together, as defined.
- The typeface shall not be altered or replaced with another.
- The proportions of logo and text shall be retained.

- The logo may be resized to accommodate a specific use, but the text must remain legible.
- The color of the logo shall not be altered in any way, other than to reproduce in black and white when necessary.

LOUISBURG 150 SESQUICENTINIAL HISTORICAL SOCIETY SEAL

The Louisburg 150 Brand

With the upcoming celebration of Louisburg’s sesquicentennial year in 2018, the Society held a seal design contest for the community to participate in. Proper use of the Louisburg 150 seal will enable us to sustain a clear, unified identity in our community.

Logo Significance

The Louisburg 150 seal was designed to represent the importance of our sesquicentennial, and was expected to incorporate the historic water tower as well as the “Round House”. The dates of our incorporation and sesquicentennial year were incorporated into the outer rim of the seal to commemorate that historic moment.

Graphic Standards

As the Louisburg 150 seal is more widely used we must ensure the integrity – colors and graphics – remain consistent. Therefore, graphics standards have been developed for the Louisburg 150 seal. All communications and applications of the seal should follow the standards below:

Projects related specifically to the Louisburg 150 will incorporate the Louisburg 150 seal, provided the following guidelines are considered:

- The logo and text should be used together, as defined.
- The typeface shall not be altered or replaced with another.
- The proportions of logo and text shall be retained.
- The logo may be resized to accommodate a specific use, but the text must remain legible.
- The color of the logo shall not be altered in any way, other than to reproduce in black and white when necessary.
- When possible, especially for printed material or presentations, the Society logo should accompany the seal and be the first logo in such documents or presentations. The Louisburg 150 seal will stand alone for promotional merchandise, street banners, etc.

Acceptable External Use

Website

Any organization’s website including the Louisburg 150 seal on their website must meet the following requirements: Have signed a Celebration Partner agreement.

- Have a mutual interest with Louisburg 150.

- Work to build understanding, generate excitement, and expand local participation in the Louisburg sesquicentennial.
- Help to better the understanding of our community's history.
- The Louisburg 150 seal shall be hyperlinked to the Louisburg 150 website. The Society will provide the graphic button that organizations should use for this hyperlink.

Printed Material

Any organization including the Louisburg 150 seal on their printed material must meet the following requirements:

- Be located within the Louisburg or Miami County area.
- Have signed a Celebration Partner agreement.
- Have a mutual interest with Louisburg 150.
- Work to build understanding, generate excitement and expand local participation in the Louisburg sesquicentennial.
- Help to better the understanding of our community's history.

Promotional Material for Events

Use of the Louisburg 150 seal for promotional material for events (flyers, brochures, etc.) must be submitted for prior approval to the Society. Requests must be made one month in advance. Address all requests to Louisburg Historical Society, c/o Heather Wilson, P.O. Box 1422, Louisburg KS 66053, louisburghistoryhw@outlook.com, 913-638-2209. Any organization wanting to use the Louisburg 150 seal for promotional materials for events should qualify to use the seal on their website or printed material.

PROHIBITED USE

It is our policy that the Society logo and the Louisburg 150 seal be used without modification and in an appropriate manner. Examples of prohibited use include, but are not limited to, the following:

- Any implication of endorsement by the organization.
- Commercial uses (placement of the logo on product packaging).

REQUESTS FOR USE OUTSIDE DESCRIBED SCOPE

Requests for use of the Society logo and/or the Louisburg 150 seal which fall outside the scope of the policy, or proposed variations on the design are to be brought to the attention of Louisburg Historical Society. Requests must be made one month in advance. Address all requests to Louisburg Historical Society, c/o Heather Wilson, P.O. Box 1422, Louisburg KS 66053, louisburghistoryhw@outlook.com, 913-638-2209.