

Park District of the City of Fargo
Logo Use Policy & Brand Usage Guidelines
Approved: 06/08/2021

GENERAL INFORMATION:

USE THE GUIDELINES BELOW TO ENSURE COMPLIANCE WITH FARGO PARK DISTRICT LOGO USAGE POLICY AND BRAND USAGE GUIDELINES

Fargo Park District Logo Usage Policy

This policy provides the requirements regarding use of the Fargo Park District (“FPD”) logotypes (this includes but not limited to “Fargo Parks” logo, its variants, and all FPD facility and event logos and their variants) (“Logos”) available for use from the FPD (or any other logos, slogans, copyrighted designs or other brand features of FPD obtained from the FPD or third-party channels). See current list of logotypes on Schedule A.

As the need to address future branding concerns arises, we may cancel, modify, or change the terms of this policy from time to time without notice to Logo user (“User”). User is responsible for complying with any modified terms, so please review this policy and become familiar with any modifications the FPD publishes.

The Logos are the sole and exclusive property of FPD. User’s use of any Logo implies acceptance of, and agreement with, the terms of this policy. If User do not accept and agree to follow the rules for using the Logos as set out in this policy, User do not have the right to use the Logos and should not use them. Any use of the Logos not in compliance with this policy is not authorized. If you violate the rules set out in this policy, you must cease all use of all Logos, regardless of the uses otherwise allowed in this policy. Also, FPD reserves the right to revoke its approval of your use of the logos at any time.

Permission is granted to you to use the Logos only on the following conditions:

Rules for Using the Logos

User must comply with all of the following rules when using a Logo:

- Logos may only be used in marketing or other publicity materials for the benefit of FPD, in the United States, or otherwise with the permission of FPD
- Logos may not be used in any confusing way
 - No Logo may be used in any way that suggests that FPD is affiliated with, sponsors, approves or endorses you, your organization, your

websites, your products or your services, unless such a relationship exists, or without written permission by FPD

- No Logo may be used in any way that mischaracterizes any relationship between you and FPD
- Vendors may not use the Logos to advertise FPD or its businesses as clients on vendor websites and promotional pieces without our written permission by FPD
- All FPD Logos are distinctive, designed pieces of graphic artwork. The following usage guidelines must be followed:
 - Do not modify or alter the Logos
 - Do not change scale, skew or rotate any Logo
 - Do not change the design of any Logo
 - Do not change or vary the colors of any Logo, except that the Logos may be all black or can be reversed out in white
 - Avoid screening Logos to less than 100%
 - Do not shrink any Logo to less than 1" in height
 - Do not combine a Logo with any other design, trademark, graphic, text, or other elements, including User's name, any trademarks or any generic terms
 - No other design, trademark, text, graphic, or other elements may be placed closer to a Logo without first meeting the clear space requirements found in the FPD Brand Guidelines (see document)
 - Logos may only be placed on solid backgrounds (preferably bright white) unless approved by FPD, and not over an image or pattern (unless approved by FPD), and no artistic effects (such as drop-shadows) may be applied (no exceptions)
- No Logo may be used or displayed in any of the following ways:
 - In any manner that, in the sole discretion of FPD, discredits FPD or tarnishes its reputation and goodwill;
 - In any manner that infringes, dilutes, depreciates the value, or impairs the rights of FPD in the Logos;
 - In any manner that is false or misleading;
 - In connection with tobacco, firearms or alcoholic beverage packaging;
 - In connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable;

- In any manner that violates the trademarks, copyright, or any other intellectual property rights of others;
 - In any manner that violates any law, regulations, or other public policy;
 - In any manner as part of the name of a product or service of a company other than FPD
- All goodwill generated by the use of any Logo inures to the benefit of FPD. User may not assert rights to any Logo whether by trademark registration, domain name registration or anything else.
- User must, upon request from FPD, provide samples of any materials that include the Logos for purposes of determining compliance with this policy.
- User must make any changes to the use of the Logos that are requested by FPD.
- Business partners or organizational partners who have agreements with FPD must comply with the terms of their agreement in addition to this policy.

For information on branding guidelines or questions, please
contact marketing@fargoparks.com.

Logo Usage Policy
Schedule A
Brand List
Approved: 06.09.21

