

Logo Usage Request

Application Form

Use of the Mid Murray Council logo is restricted to the person/s named below who have obtained permission by completing all of the fields within the application form.

1. Contact Details * Indicates a required field

Name of Organisation/Association:*

Name and title of person submitting this form:*

Address:*

Email address:*

Phone Number:*

2. Request Type:

- ☐ Advertising ☐ Merchandise/Apparel ☐ Brochure or Literature ☐ Website / Link
- ☐ Other (please specify): _____

3. Intended Use:

Please supply a reason for applying for the use of the Mid Murray Council Logo:

4. Duration of Use:

Start Date: _____ End Date: _____

5. Logo Format (select):

- ☐ JPEG ☐ PDF ☐ TIFF Other (specify) _____
- ☐ Colour ☐ Black and White



6. Approval Process and Terms of Use:

You agree to immediately remove the Mid Murray Council logo on cessation of the time period specified and permission does not extend to use of the logo beyond the intended use specified within the submitted application form.

7. Conditions and Terms of Use:

Correct usage of the Mid Murray Council logo requires compliance with the following conditions and guidelines:

7.1 GENERAL RESTRICTIONS

The maximum extent of logo usage allowed is as per individual agreement. The required length of time must be stated on this form under duration of use. If Mid Murray Council approve the use of the logo, this does not grant any right, title or interest in the logo to the requested parties, other than the rights specifically granted in the actual approval. The user will not make any representation or do any act which may be taken to indicate that it has any right, title or interest in the logo except under the terms of the consent issued by Mid Murray Council. The user will not assign, transfer or enable usage of the Mid Murray Council logo to others without the prior, written consent of Mid Murray Council.

The user should not use the logo, or any part thereof, as part of their name or identity nor use the Mid Murray Council logo in a manner intended to link or associate the user or its products or services in any manner with Mid Murray Council.

7.2 SPECIFICS

7.2.1 The user must not:

- Alter or modify the logo in any way,
- use the Mid Murray Council logo in any manner that might disparage or injure Mid Murray Council's reputation,
- use the logo to imply any relationship with, or endorsement or sponsorship by Mid Murray Council that is not true,
- use the Mid Murray Council logo in connection with any disparaging or negative statements about Mid Murray Council or any Mid Murray Council activity.

7.2.2 The User must:

- ensure the logo appears and is printed in its entirety, as supplied, by itself and not combined with any other graphic or textual elements,
- ensure the logo is used in accordance with Mid Murray Council's Style Guide,
- ensure the logo is not used as a design element of any other logo or trademark,
- ensure that the use of the Mid Murray Council logo is truthful and not misleading.

7.2.3 On application, the user agrees and supplies Mid Murray Council with all locations of their use of the logo. The user will be made liable to remedy any deficiencies in logo usage as determined by Mid Murray Council at its sole discretion, upon notification by Mid Murray Council and in the manner requested by Mid Murray Council.

7.3 RESERVATION OF RIGHTS

Mid Murray Council reserves the right to terminate, revoke, modify or suspend its approval of logo usage and any rights arising out of or in connection with the approval, in whole or in part, without cause, at its sole discretion at any time. Permission to use the logo will only be granted to specific projects, programs or initiatives and the logo must not be attached to other projects, programs or initiatives promoted by the same user without prior consent. If the user completes, terminates or withdraws from the specific activity the logo was approved for, they must immediately cease to use all printed material or stationery containing the Mid Murray Council logo and/or delete the logo from their electronic display.

I hereby agree to comply with the above terms and conditions:

Signed: _____ Date: _____

Return the completed form to: Post: Mid Murray Council, PO Box 28, Mannum SA 5238 or
Email: postbox@mid-murray.sa.gov.au

