



Marion County Building Industry Association

2800 NE 14th Street / Ocala Florida 34470 / 352.694.4133 / Fax 352.694.5971 / www.mcbia.org

LOGO POLICY AND AGREEMENT

The Marion County Building Industry Association (MCBIA) is a branded symbol of the Association to be utilized by members to promote their membership in the Association. It is also utilized by advertisers for promotion of the MCBIA. These guidelines are in place to maintain consistency in the logo and continual branding of the name.

Logo Guidelines:

- Do not distort, alter, redraw, or modify the logo. The name, initials, and artwork are always to be utilized together.
- Only reduce or enlarge proportionately
- Reproduction of the logo should be in the following colors only:
 - Black and White
 - Two-color logo use (RGB 32/76/137 for initials and name) and (RGB 188/206/220 for artwork)
 - No other colors are permissible
- Logo should have sufficient spacing to surrounding objects
- Always use the name “Marion County Building Industry Association” when only the company name is listed.

Logo Agreement:

The Marion County Building Industry Association (MCBIA) does not endorse any product, service, organization or program carried out by any group or firm except those in which the MCBIA is an active, official participant or with whom the MCBIA has a contractual partnership with. The MCBIA Logo may not be used in any way that could be construed to be an implied or direct endorsement from the MCBIA. Prohibited endorsements include any greeting referring to the MCBIA membership such as “Dear MCBIA member” or listing the MCBIA as a host or sponsor.

I understand that the MCBIA Logo is to be used following the guidelines above. Logos will be sent electronically via email in a JPEG file format.

I understand that I am required to forward a sample piece to the MCBIA prior to use of the logo. The MCBIA reserves the right to prohibit the use of the logo at MCBIA’s discretion.

Please sign below indicating acknowledgement and understanding that, you, on behalf of your organization, agree to abide by the terms and conditions as outlined above.

Signature: _____ Date: _____

Member Name (please print): _____

Title: _____ Company: _____

Purpose of logo use: _____

Approximate logo Publishing Date: ____/____/20____

form date: 1/1/2009