



## MAINE BICENTENNIAL PRODUCT ENDORSEMENT APPLICATION AND USAGE GUIDELINES

### PRODUCT ENDORSEMENT

The Maine Bicentennial “Maine200” logo and tag line, “Leading the Way,” are trademarked and not to be reproduced in any form without express written consent from the Maine Bicentennial Commission.

If a business, individual, or non-profit organization would like to sell a product or service that displays the official Maine200 Bicentennial logo, the logo licensing application below must be filled out and sent to the Bicentennial Commission / 323 State Street / Augusta, ME 04330.

Applicants must be members of the Maine Department of Economic Development’s MaineMade program. Exceptions will be considered on a case-by-case basis. The Bicentennial Marketplace, which will feature approved bicentennial products on the “Store” webpage of the Maine200.org website, is reserved for MaineMade members only.

**Note:** A one-time fee of \$200 must be paid with your licensing application (see below).

The Maine Bicentennial Commission will approve use of the Bicentennial logo on appropriate products through December 31, 2020.

### APPROVAL BENEFITS

Maine Bicentennial Commission-endorsed product(s) receive the following:

1. Permission to use the official Maine200 logo, per Commission criteria below;
2. Letter of approval from the Maine Bicentennial Commission;
3. Appropriate inclusion in Maine Bicentennial promotional and marketing endeavors, such as social media and print materials. All approved MaineMade bicentennial products will be listed in the Bicentennial Marketplace on the Maine200.org website, with a link to the vendor’s website. (Sales will not be made on the Bicentennial website or by the Commission); and
4. Access to marketing materials, upon request, including:
  - Twenty (20) Maine200 package insert cards designating your product as an official Maine200 item;
  - A promotional window cling designating your location as an official site to purchase Maine200 items; and
  - PDF posters and images to download and print for point-of-sale promotions.

### APPROVAL CRITERIA

The Bicentennial Commission reserves the right to approve or not approve any product submitted, using the following criteria:

1. Respect the State of Maine and Maine Bicentennial;
2. Eschew profanity, vulgarity, lewdness, or other offenses to social mores; and
3. Refrain from endorsing or appearing to endorse:
  - a. A political party
  - b. A candidate for public office
  - c. A cause or question that is subject to a public vote
  - d. A religion

### EXCLUSION CLAUSE

The Maine Bicentennial Commission reserves the right to reject or revoke an application for any reason.

### ONE-TIME FEE REQUIRED FOR APPROVAL

A one-time fee of \$200 must be paid with your application below to market products with the Bicentennial Commission logo. All proceeds from this fee go to the Bicentennial Commission, which is a 501(c)3 non profit.



## PRODUCT ENDORSEMENT APPLICATION

### APPLICATION FOR LOGO LICENSING

Product or Service (Brand/Identity & Description) \_\_\_\_\_

\_\_\_\_\_

Proposed use of the Bicentennial logo \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact person \_\_\_\_\_ Company/Organization \_\_\_\_\_

Street Address \_\_\_\_\_

\_\_\_\_\_

Municipality, State & Zip Code \_\_\_\_\_ Phone \_\_\_\_\_

Website \_\_\_\_\_ E-Mail \_\_\_\_\_

Approval Date \_\_\_\_\_ \$200 check included?

Signed \_\_\_\_\_

Please return form and check for \$200 made out to:  
Maine200 / 323 State Street / Augusta, ME 04330.

Questions? [Info@Maine200.org](mailto:Info@Maine200.org)

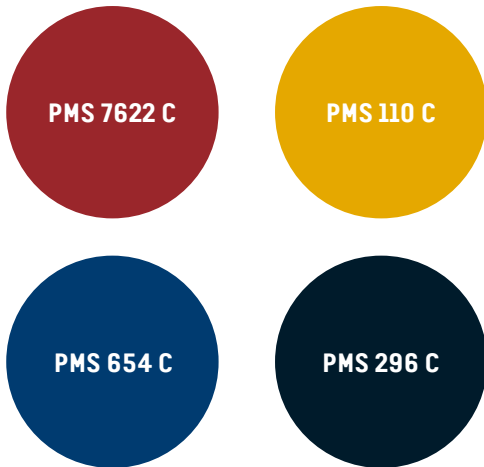


## LOGO USAGE GUIDELINES

### COLORS & TYPEFACES

The color logo (top, at right) should be used whenever possible. The grayscale version is also acceptable.

Following are the logo colors, if you wish to coordinate with them:



The logo typefaces are:

Athelas Regular

**VAN CONDENSED PRO BOLD**

### SIZING & PLACEMENT

The logo should always be sized so that all type is clearly legible. The logo below at left is preferred; the one at right is acceptable if space is constrained. These proportions must be maintained.



The logo must not be skewed, stretched, recolored or altered in any other way.



### FULL COLOR



### GRAYSCALE IF REQUIRED



## BACKGROUND COLORS

The use of a background color is permitted, but the logo must not appear to be placed inside a square or other shape AND only with our approved colors for readability purposes.

YES



NO



YES



NO



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QUESTIONS ABOUT FILES OR DESIGN CONTACT [MAINE200@BURGESSADV.COM](mailto:MAINE200@BURGESSADV.COM)