



logo displays may be removed or not displayed on the vehicle to perform a specific official task, function or investigation.

e. The Grand County, Colorado logo may not be distributed to external entities (with the exception of the partnering agencies described below) without a licensing agreement.

## 2. External Entities

Any external entity having permission to use the Grand County, Colorado logo must include the attribution clause "The Grand County, Colorado logo is a trademark of Grand County, Colorado" in the credit section. The goodwill derived from using the Grand County, Colorado logo exclusively inures to the benefit of and belongs to Grand County, Colorado. Except for the limited right to use as expressly permitted under these guidelines, no other rights of any kind are granted hereunder, by implication or otherwise.

### a. By Contract or Written Agreement

1. The Grand County, Colorado logo may be distributed to entities with which the County of Grand, Colorado has executed a contract and/or licensing agreements that includes, at a minimum, the following terms and conditions:

- required usage guidelines to include duration of use;
- purpose of use;
- the corresponding collateral in which the Grand County, Colorado logo will be placed.

2. Licensing agreements may be proffered to the County Attorney's Office and are subject to approval by the Board of County Commissioners of the County of Grand, State of Colorado.

3. For an outside entity to be considered for a licensing agreement authorizing them to use the Grand County, Colorado logo, Grand County, Colorado must be playing an active role in the event or partnership or have a paid, documented sponsorship agreement. When Grand County, Colorado does enter into a relationship as a sponsor, the sponsorship package must include phrasing that defines the acknowledgement of Grand County support through the use of its logo to be eligible.

4. Grand County, Colorado does not provide use of the logo for events or initiatives for which Grand County, Colorado has supplied grant-funded support unless the event or initiative has a corresponding documented sponsorship component or agreement. If Grand County, Colorado has provided a grant to an outside entity, that entity may recognize Grand County, Colorado support through written or spoken word unless the grant or contract providing grant funds provides otherwise.

### b. Permission Granted to Certain Partners

1. Grand County, Colorado grants permission to use the Grand County, Colorado logo to Winter Park & Fraser Chamber of Commerce, Grand Lake Area Chamber of Commerce, Granby Chamber of Commerce, Kremmling Area Chamber of Commerce, Hot Sulphur Springs Chamber of Commerce, The Grand Foundation, Middle Park Fair and Rodeo Board, Flying Heels Arena, and the CSU Grand County Extension Service when, and in conjunction with, promotions, activities, events and initiatives in which Grand County has otherwise participated.

All partnering agencies must follow the usage guidelines. Distribution of the logo to outside entities by partnering agencies is unacceptable.

2. Co-branding with Grand County, Colorado. Allied organizations with their own brand personality are not required to include the Grand County, Colorado logo on its collateral. If granted express written permission, the allied organization may place its logo side by side with the Grand County, Colorado logo. Use must comply with this Policy, and the Grand County, Colorado logo must visually be at least 75% of the size of the allied organization's logo. Additionally, do not lockup the allied organization and Grand County, Colorado logo, or use parts of the Grand County, Colorado logo within the allied organization's logo. Clear space between the logos must be maintained.

3. Co-Branding Partnering Agencies and Sponsors. Grand County, Colorado often partners with outside entities to promote a program or service. If granted expressed written permission, the partnering agency or sponsor may place its logo side by side with the Grand County, Colorado logo. Use must comply with this Policy, and the Grand County, Colorado logo must visually be at least 75% of the size of the allied organization's logo. Additionally, do not lockup the allied organization and Grand County, Colorado logo, or use parts of the Grand County, Colorado logo within the co-branding agency or sponsor's logo. Clear space between the logos must be maintained.

#### **B. Usage Protocols**

1. The Grand County, Colorado logo should always have an area of open space or "clear zone" around it. No other graphic elements should fall within this area around the logo.
2. The Grand County, Colorado logo should always be used at an appropriate size to make sure it is legible.
3. The Grand County, Colorado logo shall always include, in unobtrusive but legible font below and to the right of the illustration, the notation, "T.M."
4. The primary typeface used to accompany the Grand County, Colorado logo may be any typeface illustrated on the attached Exhibit A. Standard fonts such as (Arial) are permitted within documents created in programs where custom fonts are not available.
5. The Grand County, Colorado logo color palette is comprised of five colors. When the logo appears on black or other dark colors, a logo with a white border and thin outline has been developed to separate it from the background. One-color logos (ie. black and white) should only be used as an alternative to the preferred full-color version when only one color is available.
6. The logo and its parts must never be distorted, altered, redrawn, or modified in any way. The logo may not be decorated with lines, boxes, symbols or other artwork.
7. The County name must not be deleted.
8. The logo may not be used in a manner that would disparage Grand County, Colorado or its services.
9. Non-Grand County, Colorado materials should not mimic any Grand County, Colorado design.

#### **D. Termination or modification of permission to use**

Grand County, Colorado reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in Grand County, Colorado's sole judgment, does not comply with these guidelines or might otherwise impair Grand County, Colorado's rights in the logo. Grand County, Colorado further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

NOW THEREFORE, be it resolved by the Board of County Commissioners of the County of Grand, State of Colorado that the foregoing Grand County, Colorado Logo Guidelines Policy be and is hereby approved and adopted, effective September 16, 2016.

(Signatures appear on next page)

Upon motion duly made the foregoing resolution was adopted by the following vote:

*E. Jane Tolitt* ..... Aye  
*Kurt Mangosa* ..... Aye  
*Merrill J. ...* ..... Aye

Commissioners

STATE OF COLORADO }  
                                  } SS.  
County of Grand }

I, ....., County Clerk and ex-officio Clerk of the Board of County Commissioners in and for the County and State aforesaid do hereby certify that the annexed and foregoing Order is truly copied from the Records of the Proceedings of the Board of County Commissioners for said Grand County, now in my office.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of said County, at Hot Sulphur Springs, this ..... day of ..... A.D. 20.....

County Clerk and ex-officio Clerk of the Board of Commissioners.

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Exhibit A

