



Be A Brand Partner

**Creative Request
Application**

Contact Information

Name/Business Name: _____ / _____

Telephone Number: _____ Email Address: _____

Business Physical Address: _____

Business Mailing Address: _____

Project Information

Project Name & Purpose: _____

List Print Materials and/or Merchandise Utilizing Branding Resources: _____

At the end of this packet, please place a check mark in the box of the brand logo resources requested and turn in with the application.

Specify Logo Resource File Format Requested:

EPS Illustrator JPG PDF PNG

Specify Printing Company and/or Merchandise Company: _____

Primary Merchandise Audience: _____

Will the Brand be Co-Located with Another Brand? Yes No

If Yes, Please Identify Brand(s): _____



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Brand partner—Logo resource usage guidelines

We are excited that you are a brand ambassador! Our community has worked hard to reflect our identity in logo imagery, colors, and typography and we are proud that you have chosen to produce and offer brand merchandise in a consistent way in order to create recognition across many audiences. Our brand guidelines are flexible enough to allow for your creativity, but rigid enough to keep the brand easily recognizable. The more consistent we are, the more effective our message will be. Please see the below guidelines for the use of our imagery:

- Logo resources are to be kept intact and utilized in a way that respects the logo’s integrity
- The appropriate file format shall be utilized for the appropriate merchandise/print application
- Logo resources shall remain unstretched, undistorted, and only the color palette provided shall be utilized
- Logo resources shall be placed on backgrounds that do not affect the legibility of the logo resources
- Logo resources shall not be linked with words that may confuse the brand or brand resource
- Respect clear zones around the logo resources relative to the height of the imagery
- The minimum size of the logo shall be 3/4”; any smaller, and the resource becomes ineffective
- Images and/or detailed descriptions of how the logo resources will be utilized is required
- Assist us with brand elevation—only co-locate the logo resources with aspirational brands
- Impersonating a Town of New Market employee is prohibited; utilizing logo resources that in any way imitates an employee uniform is prohibited
- The images shall be clearly legible in all designs and on all forms of media

I have read the Brand Partner Usage Guidelines and the New Market Logo Usage Manual and will abide by all of the guidelines therein. I understand that misuse of the logo resources will cause the termination of the brand partner status and use of logo resources.

Applicant Signature

Date

Office Use Only

Approved Denied | Notes: _____

Events and Marketing Director

Date

Logo Resources →



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Logo resources

Place a checkmark in the box of the logo resource(s) that you are requesting.





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Logo resources

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