



## Old Market Logo

Consistent with its mission to promote the Old Market, the Old Market Business Association (OMBA) has developed official logos that may be used by OMBA members in their individual promotional efforts. Through use of the official Old Market logos, OMBA businesses identify themselves with the Old Market area and help to build our collective identity and image.

### Logo Use by OMBA Members

All members of the OMBA in good standing (with calendar year dues paid) may, and are encouraged to, use the Old Market logos in their individual or group promotions. These include, but are not limited to:

1. Brochures
2. Web Sites
3. Business Cards
4. Stationery
5. Advertising of All Types
6. Advertising Specialties (Intended for Giveaways)

If a member ceases to be in good standing with OMBA, they may continue to use materials that have already been prepared. However, they must cease use of the Old Market logos for reprints or rebroadcast and in new materials, unless given specific approval by the OMBA Board.

### Logo Licensing

The OMBA Board of Directors may license the use of the Old Market logos for merchandise intended for sale, whether wholesale or retail. Any agreed-upon license fee must be paid to the OMBA by the business, organization or individual that causes the Old Market logo to be printed or otherwise affixed to the merchandise. The license fee for all merchandise is 10 percent of merchandise cost.

### Logo Requirements

Camera-ready logos, full and simplified versions, are available through OMBA officers. Also, electronic versions can be made available. The following are requirements for use:

1. While logos can be reduced or enlarged as required, the proportions are not to be changed (that is, stretched – horizontally or vertically).
2. The logo should be placed in a location surrounded by a suitable amount of space where no other graphic or text touches the logo.
3. Although either the full logo or the simplified logo may be used, each logo must be used as designed – without addition or subtraction.

## OLD MARKET BUSINESS ASSOCIATION



OMBA POLICY

## Logo License Agreement

Applicant: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

The Old Market Business Association (OMBA) hereby agrees to use of the Old Market Logo for the following purpose(s):

The license fee will be paid to the OMBA by the 15<sup>th</sup> of the month for merchandise produced by applicant during the previous month. The applicant will provide copies of invoices showing the price paid for the merchandise to which the Old Market Logo has been affixed.

This agreement will continue until \_\_\_\_\_ or until revoked by OMBA with 30 days notice to applicant.

Agreed to on this \_\_\_\_\_ day of \_\_\_\_\_ in the year \_\_\_\_\_ by the parties signing below:

\_\_\_\_\_  
OMBA Officer

\_\_\_\_\_  
Authorized Agent for Applicant

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

**OLD MARKET BUSINESS ASSOCIATION**

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