

**SUMMER VILLAGE OF MA-ME-O BEACH**  
**POLICY # 25 – 2011**

**SUBJECT: MA-ME-O BEACH LOGO – PERMISSIONS FOR USE POLICY**

**DEPARTMENT: ADMINISTRATION**

**ADOPTED BY COUNCIL: April 30, 2011**

**AMENDMENT DATE:**

**AMENDMENT RESOLUTION #:**

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**PURPOSE:**

To set guidelines for the use of the Ma-Me-O Beach logo by parties outside the Summer Village Office.

**SCOPE:**

This policy sets out the requirements for granting permission for the use of the Ma-Me-O Beach Logo. The Logo is not to be used for any purpose by any party external to the Summer Village Office or the Ma-Me-O Beach Council without written permission from the Summer Village Office.

**DEFINITIONS:**

In this Policy:

“Authorized User” is a person, business or entity to whom permission to use the Ma-Me-O Beach Logo has been granted under this policy.

“Ma-Me-O Beach Logo” is the graphic representation used by Ma-Me-O Beach on their Web Site, Agenda packages and various other Council and Administration documents to uniquely identify the Summer Village of Ma-Me-O Beach as shown below.



“Third Party” shall mean any business, individual, club, society, or other party other than the Ma-Me-O Beach Council or the Summer Village Office.

**BACKGROUND:**

Over the past few years, several vendors and local residents have expressed an interest in using the Ma-Me-O Beach logo on commercial products available for sale or as promotional items for residents and visitors to the Summer Village. The Summer Village wishes to restrict the use of their logo to products, services, advertising and other promotional materials that are in keeping with the family oriented vision and values of the Summer Village.

**PROCEDURE:**

No business, individual, club, society, or other party (Third Party) may use the Ma-Me-O Beach Logo without written approval from the Summer Village Office. The Ma-Me-O Beach council ll

set the guidelines for the use of the Logo. The Summer Village Office will provide written permission to Third Parties working within the guidelines for specifically stated uses of the logo.

**GUIDELINES:**

The Ma-Me-O Beach Logo may be used on retail and/or promotional items such as:

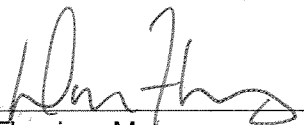
- Clothing -T-shirts, tank tops, shorts, sandals, and other tasteful beachwear
- Beach accessories – towels, beach toys, sunglasses, water bottles and related items
- Souvenirs – cups, mugs, drinking glasses, plates, spoons, thimbles and similar items in good taste.
- Packaging – paper bags, plastic bags, shopping bags, and boxes

The Ma-Me-O Beach Logo may not be used for items for which viewer discretion may be advised. This would include items with inappropriate language, nudity or sexually related graphics and other items that could reflect negatively on the image of the Summer Village of Ma-Me-O Beach.


**APPLICATION AND APPROVAL FORM**

All permissions granted for the use of the Ma-Me-O Beach Logo shall be documented on the Ma-Me-O Beach Logo application for approval form. The applicant must be clearly identified as an individual and as to the business involved. The specific details for the use of the Logo must be clearly stated. Once approved, the business/ individual becomes an Authorized User subject to the requirements on the application form.

See Appendix 1 attached.



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Don Fleming, Mayor  
Summer Village of Ma-Me-O Beach



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Sylvia Roy, CAO  
Summer Village of Ma-Me-O Beach



**Application for Permission to Use the Ma-Me-O Beach Logo**

**General Information:**

Name of Organization:

Address: City/Province/Postal Code:

Phone: Fax:

Email:

Type of Organization:

Contact Person:

Contact information -Same as Above

Or, -

Address: City/Province/Postal Code:

Phone: Fax:

Email:

Please describe specifically how the Logo will be used:

File Format – Please specify the type of file required for the approved use.

Note: The Logo should never be re-built or re-created. You must not alter the logo in any way –do not stretch, re-size, change the colour, reset the type, add any additional words or use the logo on a background that alters its appearance.

This approval may be revoked by the CAO (or her Designate) at her discretion at any time for any reason.

Signature of Applicant: \_\_\_\_\_

Summer Village Officer: (print name)\_\_\_\_\_

(signature)\_\_\_\_\_