



# Logo Use Standards Policy

**Adopted  
April 13, 2009**

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## **FORWARD**

The Mississippi River Hills Association (MRHA) has designed and adopted a logo to represent and promote the Mississippi River Hills Association, its region, and the products of the region. Trademark application of said MRHA Logo is in progress. Any unauthorized use of the MRHA Logo is prohibited, and MRHA will take all necessary steps to protect its intellectual property from unauthorized use.

The MRHA's Logo represents a "brand" through which the MRHA is known to the public. As such it serves a unifying function by which all aspects of the MRHA become easily recognizable to the public and to MRHA members. Establishing and sustaining a strong logo is essential if the MRHA is to maintain its purpose, vision and core values as stated in the MRHA By-Laws. Remaining true to the MRHA stated mission is also essential if the MRHA is to think, act, and be recognized as a regional association.

Said MRHA Logo will have added value to the region only if its use is consistent in promoting the image, standards, and identity of the Mississippi River Hills Association and its members.

## **Section 1- Purpose of Logo Use Standards Policy**

The Mississippi River Hills Association (MRHA) is proud to represent and promote its members. Consistent use throughout the region by both the MRHA and its members will increase customer demand and enlarge market share establishing the MRHA Logo as a valuable asset of the MRHA and its members. To ensure consistency in promoting the image of the MRHA, the MRHA Logo Use Standards Policy explains who can use the logo, what products and services the logo can be used in conjunction with, and how to properly use and display the logo.

The MRHA Logo Use Standards Policy is not meant to restrict or dictate membership in the MRHA. For consideration in membership, please refer to the MRHA Membership Designation and Benefits Policy. The guidelines in said MRHA Logo Use Standards Policy are set forth for governing direct use of the MRHA Logo on products and services.

All guidelines in this MRHA Logo Use Standards Policy apply to both print and web applications, unless otherwise specified.

## **Section 2 - Availability to Members**

(For use of the MRHA Logo on regional products, please refer to Section 4 – MRHA Regional Product Use of said MRHA Logo Use Standards Policy)

The official MRHA Logo will be used exclusively by the MRHA as the corporate logo and identification. Membership in the MRHA does not give said member automatic permission to freely use the logo as the member so chooses, but only as stated in said MRHA Logo Use Standards Policy.

The official MRHA Logo can be used by organizations, businesses, and members on promotional items as stated in Section 6 – MRHA Logo Business Use, and only upon approval of the MRHA Logo Use Standards Governance Committee.

Limited Use of the MRHA Logo will be available to members as designated in the Member Designation and Benefit Policy (Appendix A); however, at no time is the Member Designation and Benefit Policy to take precedent over said MRHA Logo Use Standards Policy. If any discretion is cited, said discretion must be tested against the MRHA Logo Use Standards Policy, as policed by the Logo Use Standards Governance Committee.

The official MRHA Logo will be made available only to members in good standing through the MRHA office personnel in a format governed by said MRHA Logo Use Standards Policy.

Duration of approved use of the MRHA Logo is limited to each calendar year of paid membership dues. Memberships are for one year beginning March 1 and terminating at the end of February unless renewed by the member. If said dues are not paid by May 1 of each calendar membership year, said member will be considered inactive and approved use will terminate until the inactive member is reinstated.

Reinstatement of an inactive member requires: a) A new Membership Application; b) Membership dues paid in full; and c) A new Application for Commercial Use submitted to the MRHA Logo Use Standards Governance Committee.

### **Section 3 - Quality Control**

In order to create value added for the MRHA Logo, the following quality controls are essential:

To prevent misuse of the MRHA Logo, an Application for Commercial Use of the MRHA Logo, Form 1002-LUSP, must be completed and forwarded, together with other relevant information, by US mail or fax to the MRHA staff at the contact information as provided on the application.

Any use of the MRHA Logo on any product or service will be based upon approval of a member's Application for Commercial Use of the MRHA Logo (Appendix B).

Use of the MRHA Logo is not allowed until the MRHA Logo Use Standards Governance Committee has reviewed and approved the member's Application for Commercial Use. Documentation of approval of use will be provided to the member.

The MRHA Logo Use Standards Governance Committee has the power to deny the Application for Commercial Use if it is determined the product or information provided does not meet the standards or mission of the MRHA.

MRHA Logo Use Standards Governance Committee will have the right, at all reasonable times, to inspect the MRHA member's goods, services, and promotional activities employing the MRHA Logo to ensure that such use is of proper quality and otherwise consistent with this MRHA Logo Use Standards Policy.

Members of the MRHA are encouraged to police use of the MRHA Logo, and to make MRHA staff aware of suspected abuse.

If at any time it is determined the member is using the MRHA Logo in a manner that is not consistent with the approved Application for Commercial Use, said right of use can be terminated by the MRHA Logo Use Governance Committee.

Approved use of the MRHA Logo is personal and is not assignable. Any attempt by the member to assign any portion of use or to grant a sub-use shall be deemed a breach of the MRHA Logo Use Standards Policy, and shall be cause for termination regarding said member's permission for use.

For quality control purposes, MRHA Logo labels for direct use on products will be purchased through the MRHA office. Any request to personally reproduce the MRHA Logo for product or business use must be submitted to the MRHA staff for consideration by the MRHA Logo Use Governance Committee. Any permission granted must strictly follow the use stated in the member's application.

Charges to membership for said MRHA Logo labels purchased through the MRHA office will be computed using the following equation:

$$\text{Cost of labels} \times 15 \text{ percent processing fee} + \text{postage}$$

At all times, the MRHA staff will be diligent in obtaining the highest quality, and most cost effective printing of the MRHA Logo labels. Purchasing said MRHA Logo labels in large quantities allows collective buying power, thus, allowing members of all sizes access to said MRHA Logo labels for product use.

The scope of the MRHA Logo quality approval is product based. All products must be approved by the MRHA Logo Use Governance Committee, and must be formally listed by the member. Documentary evidence of the MRHA approval must be retained. New products shall be submitted to the MRHA Logo Use Governance Committee for approval, and authority to use the MRHA Logo received in writing for each product/product range as appropriate prior to use. Where the MRHA Logo is used for other purposes these are subject to the same controls.

## **Section 4 - MRHA Regional Product Use**

These standards are not set out in simply keeping with the designation of an appellation of origin - area in which the product was made; but within the elements of "*terroir*"- the geographic features of the region in which the product is grown and their influences on the product. Therefore, standards in quality of products on which the MRHA Logo appears are essential to maintain the added value of the MRHA Logo to the MRHA region, and to the MRHA members.

For the above reason, two official MRHA Logo labels have been produced. **Label one:** "Grown & Produced" will be used for products that are *grown* within the six-county region and that meet

MRHA standards regarding geographic features of the region. **Label two:** “Crafted & Produced” will be used for products that are *created, processed, designed, or crafted* within the six-county region and that meet MRHA standards, but do not meet the elements of “*terroir*.”

The below standards are to be applied to any product that is created, processed, designed, grown, crafted, or otherwise made in the MRHA regional boundaries that requests permission for use of the MRHA Logo. The following is comprised of usual products and services found within the MRHA region. It is not meant to be an exclusive or exhaustive list of regional products and services. Application for items not specifically mentioned may be submitted to the MRHA Logo Governance Committee for consideration.

#### **4.1 - Produce**

Defined as: Fruits, vegetables, and grains; fresh or processed.

##### **4.1.a - Direct labeling on fresh produce:**

The MRHA Logo can only be used in respect to direct labeling on said product or product packaging when the product is 100 percent grown and cultivated within the MRHA regional boundaries.

##### **4.1.b - Direct labeling on processed product:**

MRHA Logo label #1 “*Grown & Produced*”: Regional raw materials are to be used in processed products; however, it is understandable that some processed foods require use of products that may not be produced within the MRHA region. To maintain the integrity of regional identity of “*terroir*” for which the MRHA Logo stands, any processed foods requiring more than 20 percent of produce or other products from outside the MRHA region may not use the MRHA Logo on said product.

MRHA Logo label #2 “*Crafted & Produced*”: Processed products that do not meet the above standards of “*Grown and Produced*” may be granted permission to use Logo Label #2. Said product must meet the MRHA standards of the goals and mission of the Association. Acceptance of the Application for Commercial Use will be the strict decision of the MRHA Logo Use Governance Committee.

#### **4.2 - Meat and Meat Product**

Defined as: Any USDA approved product made from domesticated animals reared in an agricultural setting to intentionally produce food meant for human consumption.

##### **4.2.a - Direct labeling on fresh meat:**

The MRHA Logo can only be used in respect to direct labeling on said product or product packaging when the product is 100 percent born, raised and produced within the MRHA region.

##### **4.2.b - Direct labeling on meat product:**

Defined as: Any product using edible portions of animal tissues and any processed or manufactured products prepared from these tissues.

The MRHA Logo label #1 “*Grown & Produced*” can only be used in respect to direct labeling on said meat product made from domesticated animals raised and produced within the MRHA region, that meet the standards established in 4.2.a.

MRHA Logo label #2 “*Crafted & Produced*”: Meat products that do not meet the above standards of “*Grown & Produced*” may be granted permission to use Logo Label #2. Said product must meet the MRHA standards of the goals and mission of the Association. Acceptance of the Application for Commercial Use will be the strict decision of the MRHA Logo Use Governance Committee.

### **4.3 – Dairy Products: Milk, Milk Products, and Cheeses**

Defined as: Edible products meant for human consumption made from the milk of domesticated animals reared in an agricultural setting.

The MRHA Logo can only be used on edible dairy products that are made from animals that follow the standards set out above in Section 4.2 – Meat and Meat Product. Any variation from Section 4.2 must be submitted to the MRHA Logo Use Governance Committee for consideration. At minimum, said animals must be grazed within the MRHA regional boundaries.

### **4.4 – Eggs and Poultry Products**

Defined as: Edible products meant for human consumption from domestic fowls raised for meat or eggs; chickens, turkeys, ducks, geese, etc., collectively.

The MRHA Logo can only be used in respect to direct labeling on said product or product packaging when the product is 100 percent raised and produced within the MRHA regional boundaries.

### **4.5 - Wines**

Defined as: the fermented juice of grapes, berries, other fruits, fruit products, honey or vegetables from which wines are made for use as an alcoholic beverage

In keeping with the goals and mission of the MRHA based on regional identity, allowing a large percentage of products from outside the region to be used will affect the regional concept and added value based on the “*terroir*” focus of the MRHA. Placing limits on said products does not mean the winery or vineyard cannot be a regional location, only that the wines carrying the MRHA Logo directly on the product meet the regional identity standards.

#### **4.5.a – Grape wines:**

Use of MRHA Logo Label #1 “*Grown and Produced*”: Grape wine products must contain a minimum of eighty (80) percent product from within the six-county region of the MRHA in order to use Logo label #1.

Use of MRHA Logo Label #2 “*Crafted and Produced*”: Grape wine products crafted within the region, but which do not meet the above standards may use Logo

Label #2 to identify the product as having been crafted and produced within the six-county region of the MRHA.

**4.5.b - Berry, other fruit, fruit products, honey or vegetable wines:**

Use of the MRHA Logo Label #1 or #2 on wine products must follow the same standards as set out in Section 4.5.a – Grape wines.

**4.6 – Regionally Made, and Handcrafted Items**

**4.6.a - Fine art:**

Two dimensional arts such as painting, photography or drawing

**4.6.b - Fine Crafts:**

Three dimensional arts such as pottery, ceramics, jewelry or glass

**4.6.c - Traditional Crafts:**

Work based on established designs or have roots based in the rural past

**4.6.d - Non-edible crafts:**

Soaps, oils, herbal remedies

**The following categories are *NOT* eligible for use of the MRHA Logo:**

- Works executed from commercial patterns, molds, stencils or kits (i.e. purchased or printed in publication)
- Items constructed solely by assemblage of purchased commercial items, and/or mere decoration of commercially produced objects.
- Items made with illegal or endangered substances such as song birds or ivory.

## **Section 5 – Restaurant Use**

Restaurants and other food establishments that are members of the MRHA may display the “Proud Member of. . .” window decal that is issued when membership is approved.

MRHA Logo Label: As use of the MRHA Logo Labels, both #1 and #2, must be applied for on an individual basis, restaurants within the region will have no use of the MRHA Logo Labels; however, as the goal of the MRHA is to establish a quality and standard patrons will request and begin to expect in regional restaurants and other food establishments, the use of the MRHA Logo is encouraged on food dishes and items that meet the standards as stated in Section 4 of the MRHA Logo Use Standards Policy.

Restaurants and other food establishments that wish to use the MRHA Logo must comply with the MRHA Logo Use Standards. Said use must meet the MRHA standards of the goals and mission of the Association. An Application for Commercial Use must be completed and submitted to the MRHA staff for consideration by the MRHA Logo Use Governance Committee. Any permission granted must strictly follow the use stated in the member’s application.

## **Section 6 - MRHA Logo Business Use**

Businesses that are members of the MRHA may display the “Proud Member of. . .” window decal that is issued when membership is approved.

MRHA Logo Label: As use of the MRHA Logo Labels, both #1 and #2, must be applied for on an individual basis, retailers within the region will have no use of the MRHA Logo Labels. Should an individual vendor/supplier at said retailer’s location qualify for use of said MRHA Logo Labels, said individual must follow the application procedure as stated in the MRHA Logo Use Standards Policy.

Any other use of the MRHA Logo must comply with the MRHA Logo Use Standards Policy. Said use must meet the MRHA standards of the goals and mission of the Association. An Application for Commercial Use must be completed and submitted to the MRHA staff for consideration by the MRHA Logo Use Governance Committee. Any permission granted must strictly follow the use stated in the member’s application.

## **Section 7 - MRHA Logo Collateral Product Use**

The MRHA Logo is the only official logo of the Mississippi River Hills Association; therefore, use of the MRHA Logo on business cards is only permitted on official business cards of the MRHA staff.

Upon application of the member, the MRHA Logo may be approved by the MRHA Logo Governance Committee for use on the follow member considerations:

- Regional products
- Stationary\*
- Flyers, brochures, and other print items
- Print Ads
- Signage
- Glassware
- Clothing
- Tote bags
- Sports Equipment
- Product boxes, bags, and stickers
- Other items at the discretion of the MRHA Logo Governance Committee

\*Use of the MRHA Logo on member stationary is only allowed using the following standards.

The MRHA Logo:

- Must be placed towards the bottom of said stationary
- Cannot be larger than one and one-half (1 ½) inches in size
- Must not be the predominate logo leading the recipient to believe said stationary is the official stationary of the MRHA

## **Section 8 – Official Logo Appearance**

To protect the unifying function and legal identity of the MRHA Logo, the following guidelines are established:

To ensure the correct and consistent display of the logo, it is important to use, wherever possible, the digitized image files that will be provided by the MRHA. Working from photocopies, other printed materials, or scanned images should be avoided as this may result in poor quality reproduction.

The MRHA Logo must not be distorted – any scaling of image files must be performed equally on the entire image.

There must always be sufficient contrast between the MRHA Logo and the background upon which it is printed allowing the MRHA Logo to stand apart from its surroundings. Do not allow background or other elements to interfere with the legibility of the MRHA Logo.

The official MRHA Logo will only be used in two versions - full color or grayscale - as provided by the MRHA. Do not alter or change the MRHA Logo colors. Any variation of the MRHA Logo must be avoided, as this would reduce the unifying function of the brand. Changes to the MRHA Logo might also have an effect on the legal standing of the MRHA Logo.

## **Section 9 – Design Guidelines for the MRHA Logo Usage**

To ensure the success of the MRHA Logo recognition and to guarantee the quality and consistency of the MRHA Logo identity, each user of the MRHA Logo must comply with the design guidelines provided below:

The MRHA Logo must not be smaller than three-quarter inch in size.

The MRHA Logo should have a protection zone of one-quarter inch on all sides (i.e., separated from any other logo or text).

For a full-color ad, the MRHA Logo must be in full color.

The full color version is always preferred; however, if printing in black and white advertising the MRHA Logo may be used in the approved, grayscale format as provided by the MRHA.

Do not angle, invert, or reverse the MRHA Logo. The MRHA Logo should always be positioned horizontally.

When utilizing the MRHA logo on outdoor boards, the logo should always be sized for optimum legibility. Never use the logo in a manner other than that specified in the Logo Use Standards Policy.

Placement of the MRHA Logo on packages and point of sale materials can be tailored to layouts as long as it is featured prominently, meets specified size guidelines, and follows all guidelines of the MRHA Logo Use Standards Policy.

To maintain the quality and integrity of the MRHA Logo identity, the MRHA Logo is never to be used in ways other than those approved in the MRHA Logo Use Standards Policy. Any requests for exception to the MRHA Logo Use Standards Policy must be pre-submitted to the MRHA Logo Use Governance Committee. Approval or denial of said request is within the discretion of the MRHA Logo Use Governance Committee.

## **Section 10 – Additional Online and Web Page Usage**

Any use of the logo on member websites must link directly to the MRHA web page: [www.MississippiRiverHills.org](http://www.MississippiRiverHills.org).

The MRHA Logo should not be used as a repeating wallpaper pattern.

Use of the MRHA Logo should follow all standards as set out in the MRHA Logo Use Standards Policy.

## **PRÉCIS**

The MRHA Logo lets people know who we are. Branding is more than just sticking a logo on a brochure. It is about defining what kind of life standards we want our residents to obtain within the region.

Using the MRHA Logo in a consistent way results in an integrated promotion for our institution – which leads to brand awareness and a perceived value of what we have to offer as a regional association.

The MRHA Logo is our flag. Of all the aspects involved in our regional perception, the MRHA Logo is our strongest marketing tool. Therefore, usage of the MRHA Logo Use Standards Policy is mandatory and essential for the MRHA's regional identity protection.

## **Approval and Adoption**

The MRHA Logo Use Standards Policy is the official standard to provide a corporate identity for the MRHA and to establish standards of excellence upon which the public can depend. The standards in the above MRHA Logo Use Standards Policy were adopted, in full, by the MRHA Board of Directors on April 13, 2009.

**Appendix A – Membership Policy**  
**Mississippi River Hills Association**  
**Member Designation and Benefit Policy**

Adopted by Board of Directions  
October 20, 2008

When considering membership in MRHA, please use the following criteria. Please do not hesitate to contact the Mississippi River Hills Association office (573-883-3548) with any questions.

**Member Level Designation:**

**Individual Member**

An individual whose primary residence or place of work is within the region. The Individual investment level is provided to enable an individual to stay closely connected within the MRHA region, and use the MRHA resources to promote his/her individual products or services, without the benefits of representing and marketing a specific business or organization.

Individual members:

1. Do not have an open-to-the-public location/studio;
2. Do not have employees (including family);
3. Are smallholding or hobby farm producers who:
  - a. Do not have farm expenses or farm taxes as designated by the State of Missouri;
  - b. Maintain small acreage without expectation of it being a primary source of income;
  - c. Maintain said small acreage as valued primarily for its rural lifestyle.

Each Individual member shall have only one vote.

**Business/Organization Member**

A business, institution, or other legally defined organization that has its primary office located within the region. The business/organization investment level is provided to businesses looking to further their opportunities to make new business contacts, have additional visibility across related business categories, have additional visibility across the MRHA region, have a link from the MRHA's website to the business' website, and be eligible to sponsor a number of MRHA programs and events.

Business/Organization members:

1. Might have an open-to-the-public location/studio;
2. May have one or more employees (including family);
3. May be established as a proprietorship under the laws of Missouri;
4. May be a small or large holding producer who:
  - a. Has farm expenses or farm taxes as designated by the State of Missouri;
  - b. Has a goal of said operation being a primary source of income.

Said business shall designate one of its members to represent it at the membership meetings of the MRHA. Each business/organization member shall have only one vote.

## **Friend of the Region Member**

Friend of the Region membership is the only option for a person or business outside of the region. People within the region may also join at the Friend of the Region investment level if they have no need for Individual or Business/Organization membership benefits.

Friend of the Region was created for persons who wish to support the mission of MRHA by contributing financially to its success and would like to be kept aware of MRHA progress.

Friend of the Region members do not have voting rights. Please see Member Benefits for other restrictions.

## **Member Level Benefits:**

### **Individual Member Benefits:**

Individual members will receive a MRHA member card with ID number and use of the following privileges and benefits:

1. Free table top logo display board (not to exceed 8 ½ inch by 11 inch) to be used at events
2. Use of MRHA logo on products consistent with by the MRHA Logo Use Standards Policy, approved by the membership, and protected by the governance committee\*
3. Free subscription to MRHA newsletter
4. Free contact listing and web link on MRHA website
5. Opportunities to purchase ad space on regional marketing items
6. Visibility through MRHA promotional efforts, such as radio interviews, news releases, MRHA attendance at key events, public relations packets and brochures about the region and MRHA, etc.
7. Access to new markets
8. Connections to wholesale customers in region
9. Member to member discounts
10. Discounts on educational workshops and programs
11. Discounts on booth space and entry fees for MRHA events and festivals
12. Use of MRHA-owned assets (display tent when available)

**\*Logo:** If an individual has need for use of the MRHA Logo on products or services, an application for said use is to be submitted to the MRHA Logo Use Governance Committee. Use of the logo is not automatic, is subject to the limitations as placed by the membership, and protected by the Governance Committee. See the MRHA Logo Use Standards Policy for directions of use and an application.

### **Business/Organization Member Level:**

Business/Organization members will receive one MRHA member card with ID number, a MRHA logo decal to be displayed at their place of business, and use of the following privileges and benefits:

1. Display MRHA logo decal at place of business
2. Free table-top logo display board (not to exceed 8 ½ inch by 11 inch) to be used at events

3. Use of MRHA logo on products consistent with the MRHA Logo Use Standards Policy, approved by the membership, and protected by the MRHA Logo Use Governance Committee\*
4. Free subscription to MRHA newsletter
5. Free contact listing and web link on MRHA website
6. Free listing on the regional on-line map (if applies)
7. Opportunities to purchase ad space on regional marketing items
8. Free listing in the MRHA Guide to Regional Foods (if applies)
9. Visibility through MRHA promotional efforts, such as radio interviews, news releases, MRHA attendance at key events, public relations packets and brochures about the region and MRHA, etc.
10. Access to new markets
11. Access to MRHA consumer database
12. Connections to wholesale customers in region
13. Member to member discounts
14. Discounts on educational workshops and programs
15. Discounts on booth space and entry fees for MRHA events and festivals
16. Use of MRHA-owned assets (display tent when available)

**\*Logo:** If a business/organization has need for use of the MRHA logo on products or services, an application for said use is to be submitted to the MRHA Logo Use Governance Committee. Use of the MRHA logo is not automatic and is subject to the limitations as placed by the membership, and protected by the Governance Committee. See the MRHA Logo Use Standards Policy for directions of use and an application.

### **Friend of the Region Member Level:**

Friend of the Region members will receive a MRHA member card with ID number and use of the following privileges and benefits:

1. Free newsletter and event schedules
2. Member to member discounts
3. Discounts on education workshops and programs

### **Limitations:** A Friend of the Region:

1. Does not have voting rights at membership meetings;
2. Cannot be elected or appointed to board positions;
3. Cannot participate as a provider at MRHA member only festivals & events or at MRHA sponsored booths;
4. Does not have access to other Individual or Business/Organization member benefits.

**\*Logo.** Friends of the Region cannot use the MRHA logo on any product or services.



## Appendix B – Logo Use Application

### Mississippi River Hills Association Application for Commercial Use Of the MRHA Logo

I have read the terms and conditions governing commercial use of the MRHA Logo outlined in the Logo Use Standards Policy, and will comply with said conditions. I understand that application for use of the MRHA Logo is only available to members-in-good-standing.

Name of Applicant: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Business Physical Address: \_\_\_\_\_

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

MRHA Member ID Number: \_\_\_\_\_ Tax ID or MO Resale Number: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Logo Requested: \_\_\_ Grown & Produced \_\_\_ Crafted & Produced \_\_\_ Electronic Version

Description of your business/organization:

Description of products/services you produce/sell in the MRHA region:

How do your products relate to the mission of the MRHA?

Description of products/service on which you intend to use the MRHA logo:

What added value/profit do you expect from use of the MRHA logo?

The Mississippi River Hills Association is in the process of obtaining the necessary protections of a registered trademark owned by the Mississippi River Hills Association, and the protections granted by copyright. Failure of Applicant to use said trademark correctly may result in loss of use of the MRHA Logo, and other ramifications as related to the Federal and State trademark laws.

By signing this application, the Applicant/User understands and agrees to the following:

1. Any/all use of the MRHA Logo on merchandise is restricted to that which is described herein by the Applicant/User;
2. Rights to use the MRHA Logo described herein are limited to the stated use. The Applicant/User agrees not to incorporate the MRHA Logo on any unauthorized products for sale or otherwise commercially exploit said MRHA Logo;
3. The MRHA warrants its ownership of the MRHA Logo and its rights to the MRHA Logo as described herein, but makes no other warranties whatsoever;
4. The Applicant/User assumes all financial responsibilities arising from this agreement and indemnifies the MRHA from any and all liabilities associated with the use of the MRHA Logo;

The Applicant/User agrees to acknowledge the MRHA on any products/materials and shall provide a complimentary copy/item to the MRHA.

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

PLEASE NOTE: Applications are reviewed by the MRHA Logo Use Governance Committee on a monthly basis. Applications must be submitted by the 5<sup>th</sup> day of the calendar month. Applications received after the 5<sup>th</sup> day of the month will not be reviewed until the following month.

Mail this application, along with other pertinent documentation to:  
 Mississippi River Hills Association  
 255 Market Street  
 Ste. Genevieve, MO 63670

\* \* \* \* \*

**Official Use Only**  
 To be completed by the  
 MRHA Logo Use Governance Committee

The MRHA Logo Governance Committee of the Mississippi River Hills Association hereby grants\* the above Applicant/User the non-exclusive right to use the MRHA Logo on products and materials, pursuant to the description of said application, and terms of this agreement, beginning:

\_\_\_\_\_ through \_\_\_\_\_.

MRHA Logo Governance Committee:

\_\_\_\_\_ Date: \_\_\_\_\_  
 Signature of Chairperson

\*If applicant is denied use of the MRHA Logo, complete Form 1002a-LUSP



## Appendix C – Logo Use Denial Mississippi River Hills Association Denial of Commercial Use Of the MRHA Logo

It is the finding of the MRHA Logo Use Governance Committee that the request for commercial use of the MRHA Logo received from the below applicant has been denied.

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

Business name: \_\_\_\_\_

The application is denied based on the following facts:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*Suggestions that might bring the application into compliance:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Denied on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Signature of Chairperson

\*If the MRHA Logo Governance Committee has suggestions that will help the applicant meet the MRHA Logo Use Standards Policy, said applicant must submit a new Application for Commercial Use for consideration once changes to the product have been completed.