VILLAGE OF
LINCOLNSHIRE

**GUIDELINES FOR THE GRANT OF PERMISSION**
**TO USE THE VILLAGE LOGO**
**August 12, 2024**

**Policy Statement & Criteria**
This criteria is developed in order to guide the Village Board and the community regarding proper use of the Village of Lincolnshire "L and leaf design" logo, as a registered servicemark with the State of Illinois Secretary of State's Office. The purpose of these guidelines is to allow the use of the logo/servicemark for purposes outside the Village government organization which, nevertheless, convey a civic purpose, and yet to allow such use only to the extent the Village's rights acquired through registration of the logo/servicemark are not diluted.

**Criteria for Use**
Following are the criteria organizations must meet to use the Village logo.

1. The organization must be not-for-profit and must have a significant relationship to the Lincolnshire community. A significant relationship with the Village can be demonstrated by meeting one of the following:

    A. 55% or more of members or participants reside within the corporate limits of the Village.

    B. Have a charter or other official recognition by a parent state or national organization that designates it a Lincolnshire chapter.

    C. Be in good standing for all local registrations, licenses, permits, and regulations.

    D. The Corporate Authorities hereby find the following organizations satisfy the foregoing criteria in subparagraphs (A) and/or (B):

        - Brushwood Center at Ryerson Woods
        - Lincolnshire Garden Club
        - Lincolnshire Community Nursery School
        - Lincolnshire Sports Association
        - Lincolnshire Swim Club
        - Lake Forest Open Lands
        - Riverside Foundation
        - Riverside Foundation Women's Board
        - Buffalo Grove Lincolnshire Chamber of Commerce
        - School District #103 Learning Fund Foundation
        - School District #103 Parent-Teacher Organization

- School District #125 Foundation
- Village Club of Lincolnshire
- Houses of Worship
- Homeowner association management offices serving residential or commercial developments in Lincolnshire.
- Scouting America (formally Cub Scouts, Boy Scouts, and Eagle Scouts)
- Brownies and Girl Scouts
- League of Women Voters
- Lincolnshire Morningstar Rotary Club
- Toastmasters of Lincolnshire
- Tamarak Day Camp
- Banner Day Camp

2. Be one of the following taxing bodies serving Village residents:

   - Lincolnshire-Riverwoods Fire Protection District
   - School District #103
   - School District #125
   - Vernon Area Public Library
   - Vernon Township
   - West Deerfield Township
   - Lake County Forest Preserve District
   - County of Lake

3. Be one of the following entities serving the Village:

   - Federal and State Representatives for purposes of announcing the place and time of Town Meetings
   - Being an organization of Lincolnshire businesses, whose purpose is to support and encourage business within the Village.

4. Be an organization which provides a public recreational service within the Village.

6. Be an organization which provides services for residents with special needs:

   - Special Recreation Association of Central Lake County (SRACLC)
   - Riverside Foundation

7. The organization must have service to the Lincolnshire community as a stated purpose, and the event for which logo use is proposed must provide a specific benefit to the community.

8. The organization requesting use of the logo/servicemark must submit the following:

   A. A sample or drawing of the item upon which the logo/servicemark will be printed or otherwise reproduced.

   B. A statement of how the item in "A" above will be used and distributed

   C. A statement describing:

- How the requesting organization meets criteria 1-3 above.
- Why the use of the Village logo/servicemark is appropriate for this purpose.
- That the organization understands approval, if granted, will be for the one specific use herein requested, and any other use, reprinting or other reproduction of the logo/servicemark will require a new request and approval from the Village Manager.

9. The logo may be used only for purposes and events approved by the Village Board. The Village Board reserves the right to withdraw its approval from any organization or event at any time. Approval of the use of the Village logo/servicemark is in the sole discretion of the Mayor and Board of Trustees.

Elizabeth J. Brandt

Elizabeth J. Brandt, Mayor