



**GUIDELINES FOR THE GRANT OF PERMISSION  
TO USE THE VILLAGE LOGO  
January 2012**

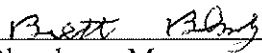
**Policy Statement & Criteria**

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.

In order to qualify for consideration for use of the Village logo/servicemark, an organization must **at least** demonstrate:

1. A tangible tie to the Lincolnshire community. This can be demonstrated by:
  - A. A membership of which 55% or more reside within the corporate limits of the Village
  - B. A charter or other official recognition by a parent state or national organization that designates it a Lincolnshire chapter.
  - C. A published purpose which provides service to the Lincolnshire community
  - D. Other such criteria as may be presented to and approved by the Village Board from time to time.
2. The organization must be not-for-profit, non-political and not affiliated with a specific religious group.
3. 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.
4. 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 that 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 Board.
5. 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.

  
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Brett Blomberg, Mayor