

## **Use of the Oregon 150 Guidelines & Restrictions**

Use of the Oregon 150 logo is restricted to officially approved organizations. Please read these guidelines carefully as well as our Styleguide.

Oregon 150's logo was created by Wieden+Kennedy pro bono for use in promoting Oregon's sesquicentennial. Our logo is registered both federally and by the State of Oregon so that its careful use will provide a consistent identity for sesquicentennial activities. In special cases, our logo will be licensed to raise funds.

The Oregon 150 logo must always be professionally rendered by qualified printers, sign painters, engravers, embossers, silk screeners, and others according to our Styleguide. The logo should never appear as amateur work, except in the case of historically significant handmade items such as quilts, needlepoint, and cross stitch.

Additionally:

1. Only official Oregon 150-approved organizations (government entities and non-profits) with official sesquicentennial civic activities authorized by Oregon 150 may use the logo.

To learn how your sesquicentennial project can become an official Oregon 150 project, see [www.oregon150.org](http://www.oregon150.org).

For-profit companies may not use the Oregon 150 logo unless they are approved sponsors of the sesquicentennial or approved merchandising partners.

2. The logo may be used for brochures, posters, signs, banners, and promotional materials that promote the sesquicentennial and its activities.
3. To avoid conflicts with Oregon 150's merchandising partners, the logo may not be placed on any merchandise that will be sold or given away.
4. The logo must be reproduced in its entirety. Incomplete portions of the logo may be not used.
5. Logo Placement: See the Oregon 150 Styleguide for instructions.
6. Font Usage: See the Oregon 150 Styleguide for instructions.

7. General circulation newspapers and public or commercial broadcasting stations are authorized to use the logo for public information and public service. Such media uses include news dissemination, public service messages about the sesquicentennial, and uses in any manner protected by the first amendment of the United States Constitution, such as editorial comment. However, permission to use the logo by the media is not intended in any manner to generate commercial revenue or to suggest endorsement of any media-sponsored sesquicentennial activity. Media may not transfer reproduction sheets of the logo to other parties without Oregon 150's express permission.

For more information about using Oregon 150's logo, please contact [info@oregon.150.org](mailto:info@oregon.150.org) or call 1-877-355-6905.