

# CHATHAM-KENT CHILDREN'S SAFETY VILLAGE

## Logo/Message Design Guidelines

This purchased advertising agreement and logo/message design guidelines apply to the design and construction of corporations/service clubs/organizations logo or message which are sold as advertising space to be displayed within one of the three assigned classrooms in the main training facility of the Chatham-Kent Children's Safety Village.

### **Duration:**

Purchaser will be allowed to illustrate their corporations/service clubs/organizations logo or message for the duration of the lease of the Chatham-Kent Children's Safety Village with the Lower Thames Valley Conservation Authority.

### **Approval:**

Corporations/service clubs/organizations must submit final graphic design/and/or message to the Board of Directors of the Chatham-Kent Children's Safety Village for approval, including as a minimum a scaled plan and elevations, and a description of materials, finishes, and colours to be incorporated in the design.

The purchaser may at any time change or replace their logo or message, at their own expense, provided such changes are submitted to the Board of Directors of the Chatham-Kent Children's Safety Village for approval 30 days prior to scheduled change.

Further purchaser shall make arrangements with the Chatham-Kent Children's Safety Village administration to schedule such changes as not to interfere with the regular day to day programming offered at the Village.

### **Design and Construction:**

Logo's or messages must fit within the limits of the advertising space provided. The maximum height should not exceed 2 feet (2'), and the maximum width should not exceed 5 feet (5').

Logo/Message illustration is restricted to wall space as provided (i.e. not free-standing), and should be accommodated within the maximum height and width requirements.

### **Maintenance:**

It is the responsibility of the corporation/service club/organization to maintain their individual logo/message.

**Merger or Sale of Corporation/Service Club/Organization:**

Should a corporation/service club/organization be merged or sold it is the responsibility of said corporation/service club/organization to notify the Chatham-Kent Children's Safety Village of such merger or purchase.

The new or merged company will be given the opportunity to replace the logo at their cost.

**Removal of Logo/Message:**

If the corporation/service club/organization becomes defunct, their logo/message will be removed within three months of the Chatham-Kent Children's Safety Village becoming aware of such operational change.

Dated at \_\_\_\_\_, this \_\_\_\_\_ day

of \_\_\_\_\_, 20\_\_\_\_\_.

\_\_\_\_\_  
Purchaser Signature

\_\_\_\_\_  
CKCSV Signature

\_\_\_\_\_  
Purchaser Title

\_\_\_\_\_  
CKCSV Village Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date of Board Approval