



SD State Capitol Centennial Celebration Committee  
500 East Capitol Avenue, Pierre, SD 57501 (605) 773-3688

## **STATE OF SOUTH DAKOTA STATE CAPITOL CENTENNIAL CELEBRATION**

### **APPLICATION FOR USING OR LICENSING THE OFFICIAL LOGO**

#### **Criteria for Use**

The South Dakota State Capitol Centennial Celebration Logo is available to vendors in the following version:

A black and white image featuring a sketched likeness of the historic Capitol Building with the dates "1910-2010" and text "South Dakota State Capitol" in the Garamond font to the left of said likeness and the word "Centennial" in the Old Script font below.

Applicants may not alter the design in any way except as described below:

1. to modify the color of the logo in its entirety to a sepia tone or other muted color,
2. to add the words "Pierre, South Dakota" in the same typestyle and color, and/or
3. to add the numbers or words which describe the celebration date of June 19, 2010, in the same typestyle or color.

Black and white reproductions of the logo used by the media are permitted provided that they are not used in conjunction with product promotions or sales, unless the person or company advertising those sales is a licensed vendor of the South Dakota State Capitol Centennial Celebration Logo products.

All users of the logo must complete the application form which must be reviewed and approved by the South Dakota State Capitol Centennial Celebration Committee. One application form per product is necessary.

If approved, all users must execute a licensing agreement with the State. Any rendering of the logo which is not accurate will be denied. Any rendering of the logo or products on which the logo is displayed which are considered lewd, undignified, distasteful, immoral or inappropriate will be denied. The use of the logo design will not be approved on undergarments, except for T-shirts.

Applicants are reminded that the South Dakota State Capitol Centennial Celebration Logo is intended to be used as a commemorative design for the 100<sup>th</sup> anniversary of the South Dakota Capitol Building and for visitors to the Capitol and Pierre, South Dakota. Any use which may be counterproductive to these efforts will be denied.

There are no application fee or royalty payments due to the State of South Dakota for use of the South Dakota State Capitol Centennial Celebration Logo.

The South Dakota State Capitol Centennial Celebration Logo Selection Committee reserves the right to license certain products as the "official" or "exclusive" product of the event, at its sole discretion. The Committee further reserves the right to permit certain sponsors of the event to use the logo in an appropriate fashion in their advertising, promotion or product giveaways. Any interpretation required of this application or the agreement will be made exclusively by the South Dakota State Capitol Centennial Celebration Logo Selection Committee.

Vendors approved to sell products featuring the South Dakota State Capitol Centennial Celebration Logo should have the necessary tax licenses required by the State of South Dakota to sell said products, and report and remit the necessary sales tax due from the sale of such products.

## APPLICATION FOR USING AND LICENSING THE OFFICIAL LOGO

To successfully complete this form, fill in all required information fields and sign the form where indicated. Completed forms should be mailed to South Dakota State Capitol Centennial Committee, Attn: Mike Mueller, Bureau of Administration, 500 East Capitol Avenue, Pierre, SD 57501, fax 605-773-3887, or by email at: [mike.mueller@state.sd.us](mailto:mike.mueller@state.sd.us). Companies and individuals applying to use the official logo will be notified within five business days of receipt of this application as to whether their licensing request has been approved.

**Company/Applicant Name:** \_\_\_\_\_

**Company Contact (First and Last Name):** \_\_\_\_\_

**Title of Company Contact:** \_\_\_\_\_

**Company/Applicant Address (street or P.O. Box):** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Business Phone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**South Dakota Sales Tax Number:** \_\_\_\_\_

The above-named applicant/company hereby makes application for use of the South Dakota State Capitol Centennial Celebration Logo on the following products (Please provide a complete description of the product to be sold, given away, vended or displayed and how the logo will be used on the product.):

**If the product will be sold, indicate the Retail Price:** \_\_\_\_\_ **Wholesale Price:** \_\_\_\_\_

**Where will the product be sold (retail store, booth, etc):** \_\_\_\_\_

**Anticipated event sales:** \_\_\_\_\_

**Anticipated annual sales:** \_\_\_\_\_

I certify that I have read, understand and agree to the conditions specified in the criteria for use and sales of the South Dakota State Capitol Centennial Celebration Logo. By signing this application, I am in agreement that I am at least 18 years of age, that the information provided is correct to the best of my knowledge, that I have the authority to enter into this agreement on behalf of my company or the applicant, and that I agree to abide by the conditions set forth in this document.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_