



Oil Region Alliance of Business, Industry & Tourism
National Transit Building
206 Seneca Street – Fourth Floor
P O Box 128
Oil City, PA 16301-0128

Phone: (814) 677-3152
or (800) 483-6264
Fax: (814) 677-5206
www.oilregion.org

OIL 150 LOGO USE

Policy and Agreement adopted January 8, 2007 by the Oil 150 Steering Committee.

If you are interested in using the logo, please review the following guidelines and submit your written letter of application and a copy of the Oil 150 Logo Use Guidelines Agreement to wvingo@oilregion.org. Notification will be provided to you on whether or not you have been approved to use the logo. The submittal letter and guidelines agreement must be signed by a principal of the applicant organization or business.

Oil 150 Logo Use Guidelines Agreement

Purpose

The Oil 150 Steering Committee and the Oil Region Alliance are owners of the copyrighted Oil 150 logo and have the rights to control and limit its use.

In October 2006, the Oil 150 Steering Committee introduced the logo and tagline to define the Oil 150 celebration commemorating the 150th anniversary of the Drake Well and the birth of the petroleum industry. It is important that the logo be used consistently and properly in order to reinforce the brand image and increase recognition and awareness of the Oil 150 among the general public.

The Logo

The primary logo itself consists of the graphic image of text “Oil 150”, with the “I” and the “L” tilted to visually represent a stylized oil derrick; graphic splashes are gushing from the stylized derrick. This graphic logo may be used in conjunction with or without the tagline “Celebrating the Story – Progress from Petroleum”. Other text may be used in association with the logo to identify specific user types such as “Partners” or to promote the Oil 150 website at the discretion of the Oil 150 Steering Committee.



Regulated Non-Commercial Use

The Oil 150 encourages organizations to incorporate the “Oil 150” logo in websites and printed materials. They may not do this without first obtaining the written approval of the Oil 150 Steering Committee. The Oil 150 may withhold this approval in its sole discretion. When an organization uses the “Oil 150” logo on stationery, World Wide Web pages, the Internet or other publications, it shall be in accordance with the size and use in the Oil 150 Visual Identity Guidelines. Requests for use of the logo must be accompanied by a full description the intended use or a sample of the intended use.

Prior to printing, a proof of the text and layout showing logo use must be provided to the Oil 150 Steering Committee for review.

When Partners or Sponsors use the logo, it shall be accompanied by the word “Partner” or “Sponsor”, respectively. Oil 150 Partners and Sponsors may request a waiver of the requirement for “Regulated Non-Commercial Use” to obtain prior approval for each individual use. If a waiver is granted, each Oil 150 logo use must be in accordance with the requirements of the Oil 150 Use Guidelines Agreement and the Oil 150 Visual Identity Guidelines.

Oil Region Alliance members are considered partners of the Oil 150 and may use the logo accompanied by the word “Partner”. Oil Region Alliance members may not use the logo without first obtaining the written approval of the Oil 150 Steering Committee.

The logo must be used for the purpose requested. The applicant must contact the Oil 150 Steering Committee for permission to use the logo for any purpose beyond the original agreement. The Oil 150 logo may not be used as the sole identity of any institution or business, promoter or organizer, or event, program or activity. Approval of the use of the logo does not imply that the entity is entitled to act in any way on behalf of the Oil 150 Steering Committee, or that the Oil 150 Steering Committee endorses the activities that may take place or information disseminated.

The Oil 150 Steering Committee reserves the right to charge a fee when the logo is used on any item or publication.

Licensing and Other Regulated Commercial Use

Any commercial use of the Oil 150 logo, including but not limited to garments, films, advertisements, publications, World Wide Web pages, the Internet, jewelry, merchandise, etc., is not permissible without prior written approval from the Oil 150 Steering Committee. The Oil 150 Steering Committee may withhold this approval in its sole discretion.

Requests for use of the logo must be accompanied by a full description the intended use or a sample of the intended use.

The logo must be used for the purpose requested. The Licensee must contact the Oil 150 Steering Committee for permission to use the logo for any purpose beyond the original agreement. Oil 150 Steering Committee approval for one specific use does not in any way imply approval for any other use, even if only small changes in usage or minor extensions of time of use are contemplated. If there is any reasonable doubt as to whether or not a use is commercial, it must be assumed that the use is commercial.

The Oil 150 Steering Committee reserves the right to charge a fee when the logo is used on any item or publication for which money is charged.

Prior to printing, a proof of the text and layout showing logo use must be provided to the Oil 150 Steering Committee for review.

Licensee agrees to send the Oil 150 at least three copies of all printed material that shows the use of the logo.

Licensee can not assign rights for use of the logo to another entity and has no permission to do so. The Oil 150 logo may not be used as the sole identity of any institution or business.

Licensee agrees that it will not state or imply either directly or indirectly that the Licensee or the Licensee’s activities, other than those permitted by prior written approval with the Oil 150 Steering Committee are supported, endorsed or sponsored by the Oil 150 Steering Committee; and upon the

direction of the Oil 150, shall issue express disclaimers to that effect. Licensee agrees not to use the logo except as authorized and approved in writing by the Oil 150 Steering Committee.

Other Use

Any other use of the Oil 150’s logo, name or marks not specifically referenced here shall be by prior written approval only.

Unauthorized Use

Any applicant who observes at any time the use of the Oil 150 logo or the Oil 150 name which appears not to be in conformity with these guidelines shall notify verbally or in writing the Oil 150 Steering Committee immediately. The Oil 150’s policy is to carefully control the use of logos, name and trademarks to avoid confusion and improper and unauthorized commercial and non-commercial trading upon the Oil 150’s reputation. Violations of the Oil 150 copyright and trademark rights will be actively prosecuted.

The Oil 150 reserves the right to revoke use of the logo when it determines that the user is not using the logo in accordance with the Oil 150 Logo Use Guidelines.

The Oil 150 Logo Use Guidelines are subject to change following notice to users granted a license or approval to use the logo.

Oil 150 Visual Identity Guidelines

For requirements on logo size, color, font, and spacing refer to the Oil 150 Visual Identity Guidelines. The Oil 150 Visual Identity Guidelines must be adhered to when using the Oil 150 logo. The Oil 150 Visual Identity Guidelines can be downloaded from the Oil 150 website (www.oil150.com).

Questions?

For additional information or questions about logo use, please call William Wingo at (814) 677-3152 ext. 104, or email wwingo@oilregion.org

The undersigned have read and agree to abide by the Oil 150 Logo Use Guideline statements above.

Organization Name

Mailing Address

Telephone

Email Address

Fax

Principal’s Name (printed)

Title

Principal’s Signature

Date