

Raton, Your Pass Brand Partnership Agreement

The Raton, Your Pass brand (including logo, tagline, photos, and other assets) is available for marketing use by any Raton community partner, organization, group, or individual in accordance with the guidelines below. Violating any guideline, as determined by the City of Raton or its designee, may result in the immediate termination of the right to use the brand.

The partner agrees:

1. To follow the established style guide.
2. To maintain the high quality of the brand and safeguard the established style guide.
3. To take all necessary steps, and any steps reasonably requested by the City of Raton, to prevent or avoid any misuse of the brand.
4. To hold harmless the City of Raton from any liability that results in any way from the partner's use of the brand.
5. To enjoy creative use of phrases for the brand tagline "Raton, Your Pass to..." as long as said phrases reflect the goodwill of the brand.
6. To have all video pre-approved by the City of Raton.

The partner shall not:

1. Alter the logo in any way.
2. Redesign, redraw, animate, modify, distort, or alter the proportions of the logo.
3. Surround the logo with, or place in the foreground over, a pattern or design.
4. Rotate or render the logo three-dimensionally.
5. Add words, images, or any other new elements to the logo (Unless pre-approved or adding a short phrase to the tagline for specific marketing efforts).
6. Enclose the logo in a shape or combine it with other design elements or effects.
7. Modify the size or position relationship of any element within the logo.
8. Use the brand in any way or for any purpose which the City of Raton, in its sole discretion, determines, has or could have an adverse impact of the City of Raton's reputation or interests.
9. Own or have exclusive rights to any particular wording or component of the brand or its elements.
10. Create and/or sell "swag" or souvenir items (e.g. t-shirts, stickers, mugs, etc.) unless pre-approved by the City of Raton.

I agree to the above usage guidelines and parameters and further acknowledge that the City of Raton is the owner of all rights, title and interest in and to the brand, and any and all forms or embodiments thereof, and is the owner of the goodwill attached to the brand in connection with the services for which the brand have been and may be used. *This agreement is valid for 2 years from the date of signature, and can be revoked by the City of Raton, without notice, if violated.*

Signature

Date

Printed Name

Organization (if applicable)