

APPLICATION FOR USE OF CITY LOGO

This application is for non-City use of all or part of the City of Appleton logo. A \$25.00 non-refundable application fee is to be submitted at time of application. No applications will be considered until the fee has been collected. Incomplete applications will not be accepted.

The undersigned understands that this application for use of all or part of the City logo will be presented to the Community and Economic Development Committee, a standing committee of the Common Council, and then to the Common Council for approval.

The undersigned understands that approval for use of the logo is subjective and at the sole discretion of the Committee and Council. The City reserves the right to deny any application on the basis of negative portrayal of the City, inappropriate use, unattractive color or design, etc.

Name of Applicant: Alissa Williams 10/3/17
Vendor/Company: Independent This is a passion project of mine - to support the City of Appleton's local businesses as well as teach kids about the history of the city they live in & about current/local businesses. I also hope it gets families out into their local community - promoting healthy & active fun (Of course the ABC's :))
Address: 224 E Park Hills Dr.
Appleton, WI 54915
Phone: 715-281-4212

Proposed Logo Use (i.e. "500 T-Shirts"): Because the children's picture ABC book is all about local places & businesses in Appleton. I hope to use the City Logo on the cover of the book. The title of the book is "A is for Appleton"

Do you intend to use the entire logo or only part of it? Explain.

I intend to use the entire logo. The logo would be centered on the cover w/ a black background. There would also be, in white lettering, "A is for"
please see sketch - I did my best!

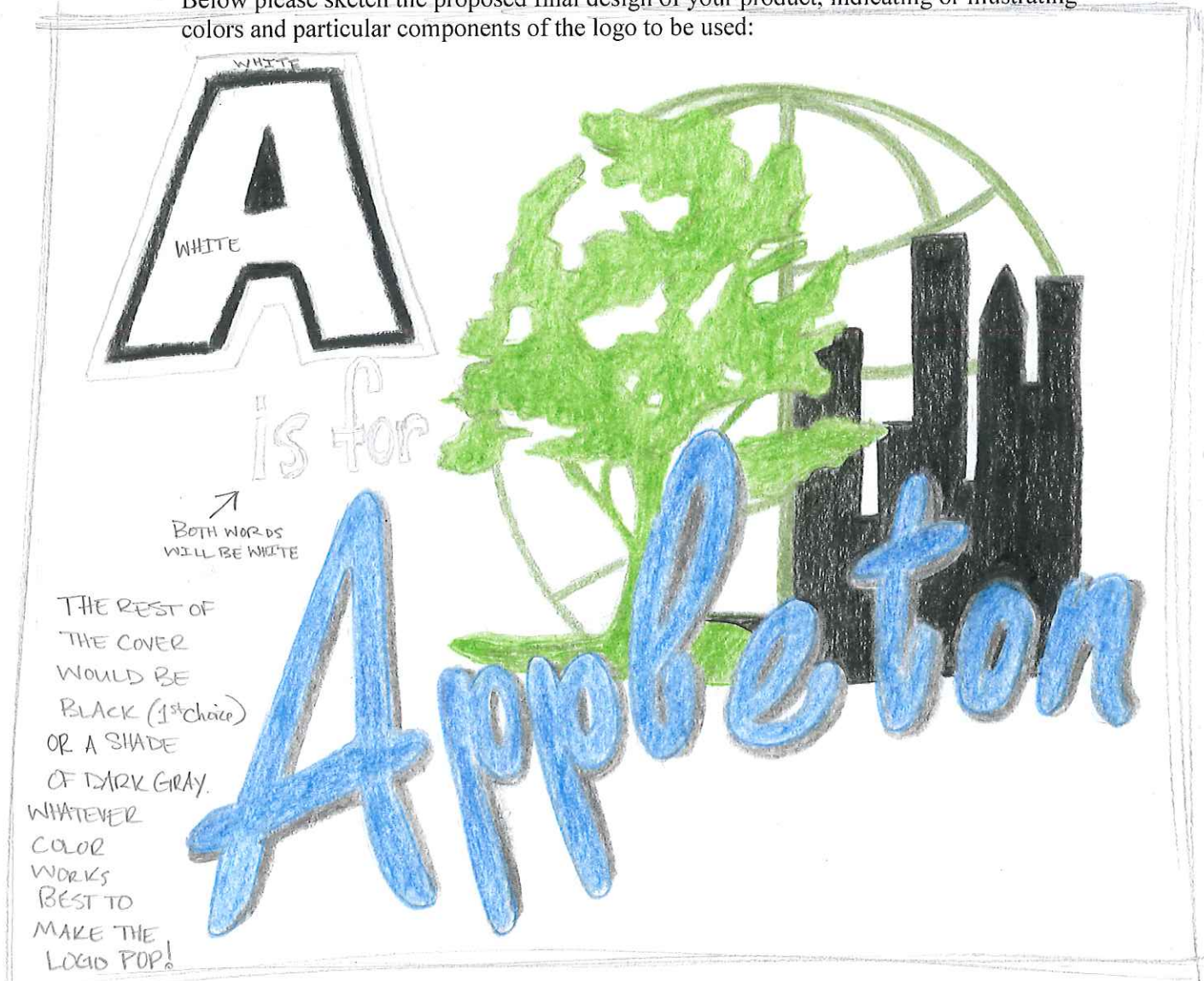
Where and how do you intend to distribute this merchandise?

I plan to distribute this book by setting a booth at the Farmers Market. Depending on feedback - I may reach out to local stores/businesses and ask if they would be willing to have the book on their shelves. I would also like to ask local libraries if it could be on their shelves.
(OVER)

I have begun to contact the businesses/places I hope to represent in this book and the feedback has inspired me even more. Most have already agreed and have been very pleased with the potential of this book. Some places represented are:

A - Appleton International Airport C - College Avenue V - VanderWalke's Z - Zuckke Building.

Below please sketch the proposed final design of your product, indicating or illustrating colors and particular components of the logo to be used:



I submit this application with a clear understanding of the terms. I will be notified within 48 hours when and if my application is approved. If approved, I will be asked to sign a Trademark Agreement with the City and will then be provided with disk copies of the City's logo. I understand that the \$25.00 application fee is non-refundable.

Your Review & Consideration
is greatly appreciated.

Thank you.

If there are any concerns
or questions please feel free
to ask - I would love to meet,
if needed/helpful.

Alissa Williams

Applicant's Name (please print)

Alissa Williams

Applicant's Signature

10/3/17