

# USAGE AGREEMENT

To:

From:

CC:

Date:

Re: Usage Agreement

Visit Charlotte logos, images, “Charlotte’s got a lot” logo and visual elements and area maps will only be used in the promotion of Charlotte as a destination and may not be reproduced on/in an item which is made available for resale or on sales and marketing materials, including Internet sites, unless express written permission is provided by Visit Charlotte. An item for resale is defined as any product or service which is available for commercial or wholesale purchase.

- Visit Charlotte logos and images may not be reproduced on any form of clothing, maps, specialty items, etc.
- Legitimate editorial publications may request use of Visit Charlotte images when featuring Charlotte. Images should be credited to Visit Charlotte unless otherwise noted.
- Permission is granted for the use of Visit Charlotte logos, images and area maps on a one-time, non-exclusive basis. No other use may be made except as set forth herein. Any re-use in a different edition, version, program or work, requires the prior written approval of Visit Charlotte.
- User warrants that materials will not be used in connection with anything obscene, scandalous, libelous, unlawful or that would in any way disparage or humiliate Visit Charlotte or the City of Charlotte as a destination, its products or services. Materials will not be used in any manner that implies that Visit Charlotte is endorsing or promoting products or services or the products or services of any third party.
- Visit Charlotte logos, images, and area maps and editorial content may not be altered in any way and must be used in their entirety unless express written permission is provided.
- If granted permission to use the Visit Charlotte logo on printed pieces and other materials, a copy of the piece must be forwarded to Visit Charlotte for approval prior to production. A copy of the final printed piece must be forwarded upon completion.
- Prior to granting permission to use the logo or hyperlink on a website, Visit Charlotte must view the site and approve placement, content and quality. Restrictions may be placed on the use of the Visit Charlotte and “Charlotte’s got a lot” logo on the Internet, such as requiring websites to hyperlink to [charlottesgotalot.com](http://charlottesgotalot.com).
- The “Charlotte’s got a lot” *Style Guide* should be obtained prior to use of brand elements.
- The “Charlotte’s got a lot” font family is Helvetica. Helvetica Bold, Helvetica Regular and Helvetica Light are the only acceptable typefaces.

- The “Charlotte’s got a lot” logo should only be used as displayed in the *Style Guide*. The logotype has been created in the typeface Helvetica Bold. The spatial and/or size relationship between elements should never be altered. The minimum size is 1.5 inches. The logo should always be placed in the bottom right corner and appear in 100% black, white or treated in a color that corresponds with the headline key color. Do not use it on busy, complicated backgrounds which may interfere with its readability. Always maintain an isolation zone equal to its cap height.
- Partners of Visit Charlotte are allowed to use the Visit Charlotte logo preceded by the words “Partner of.”
- The logo of Visit Charlotte must appear in a smaller, less dominant position and type size than the company or publication name. Materials should not be used in a manner as to give the impression that the company or publication is affiliated with or endorsed by Visit Charlotte or any of its partners that may be depicted in or referred to in the materials.
- Videos may be provided for use in their entirety only. To obtain b-roll footage, contact the Communications Department at 704.331.2706.

Visit Charlotte has the right to restrict usage to any organization that does not meet its marketing objectives. For images, media may e-mail [photorequest@visitcharlotte.com](mailto:photorequest@visitcharlotte.com).

I have read the above policy and agree to follow the guidelines.

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**Name**

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**Organization**

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**Date**