



Thank you for your interest in Missouri Tourism. We are pleased to offer the following logo use opportunities to those who share our efforts to promote all the wonderful Missouri visitor experiences.

The Missouri Division of Tourism (MDT) permission and licensing policy is the official process by which the Division regulates and monitors the production of all materials bearing and/or displaying the Missouri tourism registered trademarks in an effort to protect the integrity of the Missouri Division of Tourism and its registered trademarks. This Missouri Division of Tourism policy is a no exemption licensing and permission policy.

Under no conditions may any promotional materials bear the logo without Permission Granted for Promotional Materials.

Any entity seeking license or permission must complete all required sections of the MDT Logo Usage Request Form and submit it to:

Ashley.Sneed@ded.mo.gov

Any use of the logo is prohibited until written authorization is received by the applicant and all legal agreements are signed. Bear in mind that it may take up to two weeks for a request to be reviewed and a decision made.

Program Details

The Logo Licensing and Permission Policy includes provisions for logo usage:

Permission Granted for Promotional Materials

The Missouri tourism logo exists to promote tourism in Missouri. Organizations and entities involved in promoting tourism in Missouri must request permission to use the logo in promotional materials (brochures, ads, flyers, point of purchase material, banners, signs, billboards and premiums such as T-shirts, mugs, pens, and other items). The logo may not be used on merchandise for sale or on letterheads, envelopes and business cards. Upon request, MDT may designate a specific toll-free contact number to accompany logo. All usage of the logo must follow MDT logo usage guidelines. MDT reserves the right to determine appropriate logo usage and grant permission accordingly.

Guidelines

The new visual identity for Missouri Tourism positions the state as a thriving, ever-changing destination with much to offer. A classic font and vibrant color palate reinforces this new positioning. The multi-colored petals of the kaleidoscope compliment the typeface and speak to the many facets of the Missouri experience. The overall design intentionally marks a departure from the way consumers have viewed our state in the past, thereby inviting them to rethink what a visit to the Show-Me State can be.

General rules for use of the new logotype include, but are not limited to:

1. The logo should never be redrawn, reproportioned or modified in anyway.
2. Additional elements, including boxes around the logo or variations in color are not allowed.
3. The logo should always be provided in the form of vector art (EPS format) for all production. If the final file format requested is rasterized art (JPG or TIFF), a vector format (EPS) should be provided in its place, and the vector art turned into a rasterized format during final preparation.

The logo can be reproduced in four ways:



See the official MDT Style Guide for details.



MDT Logo Usage Request

Name of the Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-Mail: _____ Date: _____

Describe the proposed use of Missouri Division of Tourism Logo: (please attach a sample or picture)

Size of logo: _____

Other logos being used: _____

Event sponsors (if applicable):

Additional comments/info:

Contact Person(s): _____

Contact Phone/Email: _____

By my signature, I accept and agree to the conditions outlines in the Logo Usage Guide governing use of the Missouri Division of Tourism's logo. Missouri Division of Tourism (MDT) reserves the right to cancel the permission agreement, effective upon notification to the licensee, for any violation of these usage guidelines or if MDT determines that the licensee's use of the Missouri logos outside the scope of the original agreement, is inappropriate, fails to maintain the integrity of the registered Trademark or fails to properly promote tourism within the state of Missouri.

Print Name: _____ Signature: _____

To be completed by MDT Staff:

Request Approved? Y / N Director Initials: _____ Date: _____

If No, reason: _____