

THERE IS ONLY ONE DAYTON'S BLUFF COMMUNITY COUNCIL LOGO



Guidelines

1. Full color version should whenever possible, unless cost prohibitive
2. All print material, including, but not limited to power points, flyers, business cards, internal and external memo's, emails are required to use the color version of the logo.
3. Un-stacked logo should be used unless prior approval from the communications committee

Black & White Guidelines

Only in certain cases when color is limited should a one-color logo be used, and it may only be used on lighter background colors.

Note: This one color logo should never be used in digital instance, e.g. PowerPoint. The full color version should always be applied in this case.

Promotional Material Creation

1. Committees must utilize the flyer template when creating event flyers
2. All promotional material must be submitted to the communications committee for approval prior to publication. Please see lead time matrix below
3. Material creations requests (ads, flyers, t-shirts) must be submitted to the communications committee and Executive Director using the marketing project request form 4 weeks in advance

Request	Submit To	Form	Lead Time
<u>I have created a flyer, poster, postcard, etc. and would like to send it out</u>	<u>Communications Committee, Ex. Director, Coordinator</u>	<u>Flyer Template</u>	<u>2 weeks</u>
<u>I would like to e-mail event details</u>	<u>Communications Committee, Ex. Director, Coordinator</u>	<u>Forward sample e-mail</u>	<u>1 week</u>
<u>I need to create a flyer, poster, postcard</u>	<u>Communications Committee, Ex. Director, Coordinator</u>	<u>Marketing project request form</u>	<u>min. 4 weeks</u>
<u>I would like have a post on Facebook, Twitter, etc.</u>	<u>Communications Committee, Ex. Director, Coordinator</u>	<u>E-mail draft posting</u>	<u>48 hours</u>
<u>I need t-shirts, bags other items created</u>	<u>Communications Committee, Ex. Director, Coordinator</u>	<u>Marketing project request form</u>	<u>6 weeks</u>

To promote a consistent brand image, the logo must remain unaltered.