

# LOGO LICENSING T&C'S

Logo



Top Ten Honoree Badge



Honoree Badge



## Best Places to Work in Idaho™ Logo and Honoree Badge Licensing and Branding

- All use of the Best Places to Work in Idaho logo is prohibited unless given prior written approval from POPULUS
- Any use of the Best Places to Work in Idaho logo must be of the Honoree Badge graphics created for Top Ten and Honorable Mention Honorees provided by POPULUS
- Only Top Ten Honorees may use the Top Ten Honoree Badge
- Top Ten Honorees and Honorable Mention Honorees may use the Honoree Badge

## Uses of the Honoree Badge for Top Ten and Honorable Mention Honorees

1. LIMITED USE
  - a. Honoree Badges may be used for online/internet communications and marketing
  - b. Email, website, blog, and social media
  - c. Link website graphic to [www.bestplacestoworkinidaho.com](http://www.bestplacestoworkinidaho.com)
2. REPRODUCTION FOR PAID ADVERTISING
  - a. \$200 licensing fee per program year to use Honoree Badges in advertising
  - b. Video, online, newspaper, magazine, direct mail, yellow pages, and outdoor displays
3. REPRODUCTION FOR MERCHANDISE
  - a. Must use approved vendor for any use of Honoree Badges