

## Logo on Merchandise

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Logo on merchandise should be consistent with all guidelines specified herein.

When designing your particular piece of merchandise please be aware of the following:

- The logo must not be combined with other graphics such as photographs or illustrations.
- Reproduce the logo in correct colors (PMS 464 and PMS 445), according to the guidelines.
- Always work with licensed vendors when purchasing merchandise with the logo on it.



Logo on totebag



Logo on mug

The City of Georgetown has a licensing program that regulates the use of its marks on items such as T-shirts, caps, key chains, mugs, pens, etc. The licensing process ensures that the City's symbols and marks are used appropriately and only on products approved by the City, and that the products are manufactured under a code of conduct designed to reinforce fair labor practices and prohibit sweatshop conditions. All request for merchandise containing the City logo must go through the Tourism Director.