



Visitor & Convention Bureau

## Logo Use Policy

*Update Approved 9/21/2020*

The graphic identity of the Official Wisconsin Dells logo helps strengthen its name and image through consistent branding with a distinctive mark that is used throughout all of the Wisconsin Dells Visitor & Convention Bureau's marketing, advertising, events, publications and activities.

This document defines the Official Wisconsin Dells logo use policy, describing the logo in clear terms, and then defining general classes of acceptable use. It does not attempt to define every imaginable use of the logo, however, but provides a clear path to seek approval for its use in member marketing and/or promotional campaigns.

The Official Wisconsin Dells logo and "The Waterpark Capital of the World!®" logo are registered trademarks of the Wisconsin Dells Visitor & Convention Bureau. These logos are valuable legal and intellectual assets, and unauthorized use of these logos is prohibited. The WDVCB does not license its logo for commercial merchandise use. It is an infringement on the Bureau's registered names, logos and trademarks to produce any commercial merchandise containing the above. Questions regarding this policy should be directed to the Executive Director and/or Director of Marketing of the Wisconsin Dells Visitor & Convention Bureau.

### Current Policy

- Members in good standing from the Accommodation, Attraction, Campground, Restaurant/Bar, Retail and Visitor Services Divisions are allowed use of the Official Wisconsin Dells logo in their advertising with approval and as defined below:

### Logo Use Approval

- The Official Wisconsin Dells logo may not be used on commercial merchandise including, but not limited to, items like t-shirts, coffee mugs, towels, jackets, etc.
- Members who wish to use the Official Wisconsin Dells logo must obtain approval prior to its use and/or publication. Applications are available from the Bureau's marketing department or online at [wisdells.com](http://wisdells.com).
- Prior authorized approval must be obtained for each marketing publication and/or advertising medium where the member intends use of the Official Wisconsin Dells logo. The logo must be used only for the purpose requested; additional uses require separate permissions.
- Final artwork that utilizes the Official Wisconsin Dells logo must accompany the advertising member's application.
- Final approval must be in writing and signed by both the member using the logo and a WDVCB authorized agent. Failure to obtain prior written approval, or the unauthorized use of the logo, will likely result in the issuance of an immediate cease and desist request and/or other legal action from the WDVCB.
- Approval for use of the Official Wisconsin Dells logo may be granted annually for one calendar year unless otherwise designated. Use of the Official Wisconsin Dells logo in a

particular way in preceding years does not constitute authorization to use the logo in the same way for an additional or consecutive year.

- All complete member applications (including artwork or layout) requesting use of the Official Wisconsin Dells logo will be reviewed within 10 working days.

### Logo Use Standards

#### *General Use*

- The Official Wisconsin Dells logo may not be altered in any manner including size, angle, proportions, colors, elements; or animated, morphed or otherwise distorted in its perspective or appearance and must include the ® symbol.
- If color is used, the Official Wisconsin Dells logo color is PMS 193, and may not be altered unless otherwise approved.
- Use of the Official Wisconsin Dells logo may include the branded tagline text element "The Waterpark Capital of the World!®"
- The Official Wisconsin Dells logo may be resized to accommodate a specific use, but the boxed text "The Waterpark Capital of the World!®" if used, must remain legible. The WDVCB reserves the right to require that its logo be re-sized if, in its opinion, it is difficult or impossible to read.
- Layouts of the advertising business' marketing materials and proposed Official Wisconsin Dells logo usage must be made available at the time of application.
- The Official Wisconsin Dells logo may not be used to represent a business as the Wisconsin Dells Visitor & Convention Bureau.
- Member businesses may not alter the Official Wisconsin Dells logo to incorporate any other object, including, but not limited to other logos, icons, words, graphics, photos, slogans, numbers, design features, symbols, audio files or video files.

#### *Print Use*

- The Official Wisconsin Dells logo must be 50% or less in size than the advertising business' logo or trademark and must be used in a less prominent way than the advertising business' logo.
- The Official Wisconsin Dells logo may not be used on a member business' destination or visitor guide of any kind.

#### *Outdoor Advertising Use*

- Use of the Official Wisconsin Dells logo may occupy no more than 20% of the total billboard space.

#### *Television Use*

- Use of the Official Wisconsin Dells logo may occupy no more than 10% of the total screen space, with the Wisconsin Dells logo 50% or less in size than the advertising business' logo or trademark and used in a less prominent way than the advertising business' logo.
- The Official Wisconsin Dells logo must remain stationary.
- The advertising business' logo or trademark must appear prior to, or simultaneously with, the Official Wisconsin Dells logo in an approved format.

*Web, Digital Publications & Interactive Communications Use*

- Use of the Official Wisconsin Dells logo may occupy no more than 15% of the total screen space, with the Wisconsin Dells logo 50% or less in size than the advertising business' logo or trademark and used in a less prominent way than the advertising business' logo.
- Utilization of the Official Wisconsin Dells logo in this medium requires the implementation of a backlink to [wisdells.com](http://wisdells.com) or packaged with a separate text link to the Official Wisconsin Dells Visitor & Convention Bureau URL (See WDVCB link policies).

*Sports, Group, Meeting & Convention Marketing & Communications Use*

- The Official Wisconsin Dells logo may be used by sporting event rights holders and/or tournament organizers, group tour operators and meeting and convention planners or organizers to promote tournaments, events, tours and/or meetings and conventions that will take place in Wisconsin Dells at any member business facility or as part of a WDVCB approved activity. All specific criteria as listed above apply.

*Special Use*

- Members may use the logo on coupon books/sheets (but not in a prominent way, making the publication appear to look like an official WDVCB piece) and only if all the businesses listed in the coupon book/sheet are WDVCB members.

**Official Wisconsin Dells Logo**

The basic Wisconsin Dells logo consists of two parts - the graphic element and the text element. Proper use of the logo will incorporate both the graphic and text elements. It is understood, however, that certain uses of the logo preclude the inclusion of the text element. For example, use of the logo on a pin or the spine of a book may necessitate the use of the graphic element alone. Wherever possible, however, the graphic and text elements should be used together.



The Waterpark Capital of the World!®



Visitor & Convention Bureau Member



Visitor & Convention Bureau

# Wisconsin Dells Visitor & Convention Bureau

## Official Wisconsin Dells Logo Use Application Member Businesses

**Please Complete:**

Contact Name \_\_\_\_\_

Member Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

e-mail \_\_\_\_\_

**Please Check the Applicable Membership Division:**

\_\_\_ Accommodation

\_\_\_ Campground

\_\_\_ Retail

\_\_\_ Attraction

\_\_\_ Restaurant/Bar

\_\_\_ Visitor Services

**Please Check the Medium Requested (Note – each advertising medium requires a separate application & approval):**

\_\_\_ Outdoor

\_\_\_ Print

\_\_\_ TV

\_\_\_ Web or Interactive

\_\_\_ Other (please identify) \_\_\_\_\_

**Please Share the Details:**

1. Explain what the Official Wisconsin Dells logo will be used for:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. When will you use the Official Wisconsin Dells logo?

Starting Date: \_\_\_\_\_ Ending Date: \_\_\_\_\_

3. What is the proposed method of distribution and target markets?

\_\_\_\_\_  
\_\_\_\_\_

(Over)

4. Is there any further information that may assist us in the review of your application?

---

---

---

---

5. Is the final artwork or layout of the proposed material attached? If not, please share available draft date.

\_\_\_ Yes, the artwork is attached.

\_\_\_ No, you will receive the artwork on \_\_\_\_\_ (Please provide date)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**Please Return Completed Application/s To:**

Heidi Aalto  
Wisconsin Dells Visitor & Convention Bureau  
PO Box 390  
Wisconsin Dells, WI 53965-0390  
Fax: (608) 254-4293  
e-mail: heidi@wisdells.com

**FOR INTERNAL USE:**      **Approved**       **Denied**

Date Received \_\_\_\_\_

Use Valid Through \_\_\_\_\_

Reason/s for Denial \_\_\_\_\_

---

---

Dated: \_\_\_\_\_

\_\_\_\_\_  
WDVCB