



**NM Centennial Logo
Usage Agreement**

Use of the NM Centennial logo and its Community, Agency and Official Project/Event versions is restricted to the following conditions.

Only official NM Centennial-approved organizations (government entities and non-profits) and advertising/PR subsidiaries, who are authorized by the NM Centennial, may use the logo. This agreement, once co-signed by the NM Centennial Officer and the approved organization will constitute an authorization of logo usage for advertising and PR purposes.

This usage is restricted to the sole purpose of advertising/PR activities related to the Centennial itself. Under no circumstances does this agreement authorize usage of the NM Centennial logo for any commercial or merchandising purposes beyond advertising/PR of the Centennial and its official partners. **Violation of this agreement may subject the user to prosecution.**

The NM Centennial logo artwork provided is a high-resolution image. The artwork may not be graphically altered from its original colors, orientation, or rendering. The artwork must be reproduced in its entirety. Incomplete portions of the artwork may be not used. The artwork may be resized for application in marketing and promotional purposes, however all resizing must retain the original proportions of the artwork.

Additionally:

1. **Usage:** The logo(s) may be used for brochures, posters, signs, banners, and promotional materials that promote the NM Centennial, its activities, and its official Community and Agency Partners.
2. **Merchandising:** To retain the integrity of the NM Centennial's merchandising platform, the logo(s) may not be placed on any merchandise that will be sold, or distributed for free.
3. **Font and Color Usage:** The official NM Centennial logo fonts are: Telegrafico and Tw Cen MT. If for any reason additional advertising text is to be matched to the logo usage, these fonts are preferred. Colors may not be altered from the art provided. Blue is pantone color 7472U; Brown is 1817U.

For more information about using NM Centennial's logo, contact nmcentennial@gmail.com

This Agreement may be executed in two (2) or more counterparts, each of which shall be deemed an original, and all of which together shall constitute one and the same instrument.

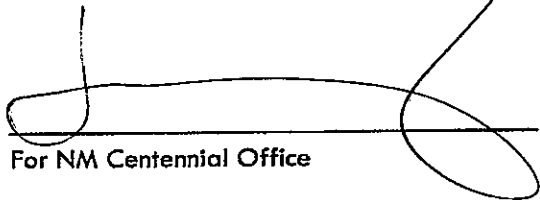
Agreed to and accepted by



Date

July 19, 2011

City of Alamogordo



For NM Centennial Office

Date

7-19-11
