



Business & Vendor Logo Guidelines

2020 Roaring Pumpkins and All That Jazz

Effective Date: July 8, 2020

Fonts:

MORTON – AVENIR MEDIUM (40 pt)

ILLINOIS – AVENIR MEDIUM (20 pt)

PUMPKIN – IRISH PENNY (52 pt)

FESTIVAL – POCKET MONK (120 pt)

Colors:

Generic Pantone:

GREEN PMS 369

ORANGE PMS 158

Themed Pantone:

GOLD PMS 117

BLACK PMS 6

Authorization for Use of Logo Agreement

Parties:

Morton Chamber of Commerce and _____ “Retailer/” (name of business/individual).

Terms:

1. Retailer will pay a fee of \$100 (Chamber member) \$150 (non Chamber member) for use of the generic logo. Themed logo cost is waived this year only.
2. Retailer agrees to follow the logo guidelines listed above.
3. Retailer agrees that the logo will not be printed on the below named items:
 - a. Keychains
 - b. Mugs
 - c. Lapel pins
 - d. Can coolers
 - e. Pet collars
4. Retailer understands that the use of the 2020 “Roaring Pumpkins and All That Jazz” is prohibited from being used in association with any of the above logos.

Morton Chamber of Commerce
Morton Pumpkin Festival
415 W. Jefferson St., Morton, IL

(Retailer)
(Address)
(Printed Name)

Signature of Executive Director Date

Signature of Owner/Retailer Date