

Lake Bluff 125 Logo Usage Guidelines

The Lake Bluff 125 Committee greatly appreciates having your organization as a partner in our Celebration!

This document is for partner organizations and provides information regarding the use of the Lake Bluff 125 logo and that of the presenting sponsor, Northwestern Memorial HealthCare (“Northwestern Medicine”). As a partner organization please ensure all print or electronic marketing materials for your event that refer to Lake Bluff’s 125th include both the Lake Bluff 125 logo and that of our presenting sponsor, Northwestern Memorial Healthcare.

- Whenever and wherever the LB125 logo is used, the Northwestern Medicine logo should also be included. Inclusion, through proximity and sizing of the logos should make it clear that Northwestern Medicine is a sponsor of LB125, not a sponsor of your organization. For clarity, the inclusion of the wording “Presenting Sponsor of LB125” should also be included above the Northwestern Medicine logo (see samples below).
- Placement and messaging should clearly indicate that your organization and/or your event, as a partner to LB125, is participating in the yearlong celebration and that the included messaging is that of your organization and not from the Committee or Northwestern Medicine.

The LB125 logo and the Northwestern Medicine logos may be used in conjunction with each other on these materials:

- Marketing Materials - The logos may be placed on marketing materials directly related to the promotion of your partner event.
- Venue Signage - the logos may be placed on displays at the actual event.
- Websites - The logos may be placed on the website for the actual event.
- Website Links - The LB125 logo may be used as a link to lakebluff125.org website.
- The LB125 logo and the Northwestern Medicine cannot be used on merchandise for giveaways or sold for profit without prior written consent from the Committee.
- The LB125 logo and the Northwestern Medicine logo cannot be used on disposable items such as napkins and cups

Following are some examples of placement and sizing of the logos:



Presenting Sponsor of **EMCC**
M Northwestern Medicine

*Your
Logo*

Your Event Name
Further Information

*Your
Logo*

Your Event Name
Further Information




Presenting Sponsor of **EMCC**
M Northwestern Medicine

*Your
Logo*

Your Event Name
Further Information

*Your
Logo*


Your Event Name
Further Information



Presenting Sponsor of **EMCC**
M Northwestern Medicine

*Your
Logo*

Your Event Name
Further Information



Presenting Sponsor of **EMCC**
M Northwestern Medicine



Presenting Sponsor of LB125



Presenting Sponsor of LB125



If you have any questions, please contact.....