



GREAT RIVER ROAD LOGO USE POLICY & REQUEST FORM

The Mississippi River Parkway Commission (MRPC) welcomes appropriate use of the national 10-state Great River Road logo when its use supports the mission of the MRPC, increases awareness of the Great River Road, and strengthens connections to the Great River Road visitor experience.

Use of the Great River Road logo by outside organizations requires prior approval.

ELIGIBLE USE

Nonprofit organizations, tourism organizations, destination marketing organizations, government agencies, and other organizations whose work or activities support or promote the Great River Road may request permission to use the national Great River Road logo.

Requests will be reviewed on a case-by-case basis by the MRPC Executive Committee.

For-profit organizations may also be considered when the proposed use supports the mission and objectives of the Great River Road. Approved for-profit use will be subject to a \$100 logo usage fee.

In general, use of the Great River Road logo will not be approved for a for-profit business whose primary purpose is to manufacture and sell Great River Road-branded merchandise for its own profit.

LOGO USE REQUIREMENTS

Organizations receiving permission to use the Great River Road logo agree to:

- Use only the official logo files provided or approved by MRPC.
- Follow all established Great River Road logo and brand standards.
- Maintain the required minimum clear space around the logo so it remains visually distinct from other logos, graphics, text, or design elements.
- Not alter, manipulate, redraw, recolor, distort, or otherwise modify the Great River Road logo.
- Not incorporate the Great River Road logo into another organization's logo, mark or identity, or present it in a way that suggests the marks are combined.
- Include a link to ExperienceMississippiRiver.com when the logo is used digitally.
- Use the logo only for the specific purpose and during the period approved by MRPC.
- Discontinue use of the logo upon expiration of the approved period unless an extension or renewal has been approved.

Approval to use the logo does not constitute MRPC sponsorship or endorsement of an organization, product, service, or activity unless such sponsorship or endorsement has been separately authorized.

MRPC reserves the right to revoke permission if use of the logo does not comply with these requirements or is inconsistent with the mission or interests of the Great River Road.

LOGO USE REQUEST

Organization: _____

Organization Type:

- ☐ Nonprofit
- ☐ Tourism/Destination Organization
- ☐ Government/Public Agency
- ☐ For-Profit Business
- ☐ Other: _____

Contact Name: _____

Title: _____

Email: _____ **Phone:** _____

Proposed Use

Please briefly describe how and where the Great River Road logo will be used:

Materials/Channels:

- ☐ Website
- ☐ Social Media
- ☐ Print/Publication
- ☐ Signage
- ☐ Event/Promotion
- ☐ Merchandise
- ☐ Other: _____

Website or URL, if applicable: _____

Requested Period of Use:

From _____ To _____

For merchandise or other commercial use, please describe the product, distribution and/or sales plans:

AGREEMENT

By submitting this request, the organization agrees to comply with the Great River Road Logo Use Policy and all applicable logo and brand standards. Permission applies only to the use described above and may not be transferred to another organization or use without additional approval.

Name: _____

Signature: _____ **Date:** _____

MRPC USE

- ☐ Approved
- ☐ Approved with Conditions
- ☐ Not Approved

Approved Period: From _____ To _____

Usage Fee: ☐ Not Applicable ☐ \$100 ☐ Other: _____

Conditions/Comments:

Approved By: _____

Date: _____

Provisionally approved by the MRPC Board of Directors June 12, 2026. Final policy incorporating Board-directed revisions presented for Board approval October 2026.