

State of South Dakota
Korean War Memorial Logo(s)
APPLICATION FOR USE

(Return to the Governor's Office, 500 E. Capitol Ave., Pierre, SD 57501 or fax 605-773-4711)

Company/Applicant Name _____

Company/Applicant Address _____

City _____ State _____ Zip Code _____

South Dakota Sales Tax License Number _____

The above named applicant/company hereby makes application for use of the South Dakota Korean War Memorial Logo(s) on: (Prepare a complete description of the product to be sold, given away, vended, or displayed – use attached sheets if necessary. Include photos or drawings if applicable)

Will the product be sold? _____ Retail Price \$ _____ Wholesale Price \$ _____

Where will the product be sold?(retail store, booth, other) _____

Anticipated event sales? \$ _____ Anticipated annual sales? \$ _____

I certify that I have read, understand, and agree to the conditions specified in the criteria for use and sales of the South Dakota Korean War Memorial Logo (s). I agree to pay the State of South Dakota a royalty as described in a separate licensing agreement. Royalty payments by certified check, bank draft or money order will be made to: Bureau of Administration, State of South Dakota, 500 East Capitol Avenue, Pierre, SD 57501-5070

Once approved by the committee, the applicant must execute a licensing agreement which must be displayed by retailers, wholesalers, and non-profit organizations while sales occur. The logo selection committee reserves the right to audit the financial/sales records of logo products at any time to determine accountability for logo sales. The logo selection committee may waive the application fee and royalty at its sole discretion.

Applicant Signature

Approved _____ Denied _____

Applicant Name Printed

Reason for Denial _____

Date of Application

Date of Review _____

Committee Chair _____

CRITERIA FOR USE and FEE/ROYALTY SCHEDULE

The South Dakota Korean War Memorial Logo (s) is available to vendors in two versions – the **“text version”**, which displays the South Dakota script typestyle in red over the words “Korean War Memorial” in dark blue condensed with serifs. The **“graphic version”**, displays the same text, in the same typestyle, and includes shadowed letters. The **“graphic version”** also includes a blue rendering of the statue with a brown shadow of the statue along with an American flag (in red, white, and blue) waving in the background.

Applicants **may not alter** either design in any way except as described below:

- a.) to add the word “Dedication” in the same typestyle and color
- b.) to add the words “Pierre, South Dakota” in the same typestyle and color
- c.) to add the numbers or words which describe the dedication date of September 18, 2004 in the same typestyle and color

Black and white reproductions of both versions used by the media are permitted provided that they are not used in conjunction with product promotions or sales, unless the person or company advertising those sales is a licensed vendor of the Korean War Memorial Logo products.

All users of the logo(s) must complete the application form which must be reviewed and approved by the Korean War Memorial Logo Selection Committee. If approved, all users must execute a licensing agreement with the State. Any rendering of the logo(s) which are not accurate will be denied. Any rendering of the logo(s) or products on which the logo(s) is displayed which are considered lewd, distasteful, immoral or inappropriate will be denied. The use of the logo(s) design will not be approved on undergarments, except for T-shirts.

Applicants are reminded that the South Dakota Korean War Memorial Logo (s) is intended to honor South Dakota Veterans and as a commemorative design for visitors to the Memorial or Pierre, South Dakota. Any use which may be counterproductive to these efforts will be denied.

APPLICATION FEE AND ROYALTY SCHEDULE

Retailers	\$100 application fee + 10% royalty on gross sales excluding sales tax
Wholesalers	\$100 application fee + 15% royalty on gross sales excluding sales tax
Non-Profit	\$ 50 application fee + 10% royalty on gross sales excluding sales tax
Personal Use	\$ 50 application fee
Media Use	Open authorization unless used as advertising for private company