

Michigan Agriculture Environmental Assurance Program Logo Use Terms of Agreement

Michigan Agriculture Environmental Assurance Program (MAEAP) partners encourage all MAEAP-verified farms to display the MAEAP logo proudly and professionally. A MAEAP-verified farm (Licensee) shall use the MAEAP logo in the following manner and in accordance with the following conditions:

1. If a farm is using the logo, the farm must have an active verification or reverification (not expired).
2. The standard MAEAP logo (Figure 1) shows the correct ratio and colors.
3. The ratio of the logo shall be: W 1: H 0.6
4. The logo may be used in a monochromatic color scheme (e.g., Figure 2 below).
5. The logo may be watermarked up to 30%.
6. If the logo is not monochromatic, the colors of the logo must be:
 - a. Blue: Pantone 661 CVC
 - i. C 100 M 69 Y 0 K 9
 - b. Light blue: 33% of Pantone 661 CVC
 - c. Green: Pantone 576 CVC
 - i. C 56 M 0 Y 91 K 38
7. The logo is to be used in a professional manner.
8. The logo may be used on apparel, letterhead, websites, in publications and on other promotional items.
9. The logo may only be used in its entirety (e.g., not cut apart).
10. Do not try to recreate the logo.
11. The logo can be placed on products or containers with products grown on MAEAP-verified farms only when the farm has met all the following criteria:
 - a. Product is sold directly on the farm or by the farmer at a farm market stand.
 - b. Is verified in two or more MAEAP systems.
 - c. Is considered to have an active verification or reverification (not expired).
 - d. The logo must be paired with the words "Environmentally Assured Farm" (Figures 3 & 4).
12. To use the logo, the entity must first file the License Agreement with MDARD.
13. An electronic version of the logo will be sent after receipt of the License Agreement.
14. MAEAP reserves the right to deny use of the MAEAP logo.
15. Licensee agrees to comply with and be bound by the additional terms on the following page.

The use of the logo should not be construed as validation of one farmer or product over another and does not mean that the coalition of MAEAP partners endorses the farmer or product.



Figure 1: Standard MAEAP logo



Figure 2: Standard MAEAP logo in monochromatic black



Figure 3: On-farm use MAEAP logo



Figure 4: On-farm use MAEAP logo in monochromatic black

Additional Terms

1. **Grant of License.** Michigan Department of Agriculture and Rural Development (Licensor) hereby grants to Licensee, and Licensee hereby accepts from Licensor, the non-exclusive, non-transferable, royalty-free right and license to use the logo.
2. **Reservations of Rights.** Licensor reserves to itself all rights in and to the logo except as specifically granted herein to Licensee, and Licensor may exercise such right at any time in any manner that it may deem appropriate.
3. **Ownership of Logo.** Licensee acknowledges that Licensor is the sole owner of the logo and the goodwill therewith, and that all use of the logo by or on behalf of Licensee will inure to the benefit of and be on behalf of Licensor exclusively.
4. **No Warranties.** Licensee acknowledges that, except as expressly set forth in this agreement, the rights granted hereunder are provided without any warranty, on an “as is” basis, and that licensor is not providing any other warranties of any kind, whether express or implied, with respect thereto, including without limitation any warranties of merchantability or fitness for a particular purpose.
5. **Limitation of Liability.** Licensor will have no liability or responsibility for special or consequential damages of any kind whatsoever suffered or incurred by licensee as a consequence of the use of the marks or otherwise, even if Licensor has been advised of the possibility of such damages.
6. **Liability of Licensee.** Licensee will indemnify and hold harmless Licensor from and against any and all costs, claims, damages, expenses and liabilities of any kind (including without limitation reasonable attorneys’ fees and costs) with respect to any claims or suits brought by any third party arising out of any act or omission of Licensee, its employees, consultants or Licensees in connection with any matter whatsoever connected with or related to this Agreement, including but not limited to claims arising from Licensee’s marketing, distribution or sale of any goods or services.
7. **Assignment.** Neither this Agreement nor the license granted herein nor any other rights granted hereunder may be assigned, sublicensed or transferred by Licensee without the prior written consent of Licensor, and any attempted assignment, sublicense or transfer, whether voluntary or by operation of law, will be void and of no force or effect.



Michigan Agriculture Environmental Assurance Program
Logo Use:

**License Agreement between
Michigan Department of
Agriculture and Rural Development
(Licensor) and Licensee**

Farm/Licensee Name:	Contact Name:	Title:
Mailing Address:	City:	Zip Code:
Contact Phone:	Email:	

I agree to the criteria, terms, and conditions for use of the MAEAP Logo as described in the Terms of Agreement and where indicated above. I also agree that if I no longer comply with the conditions described in the Terms of Agreement, I will not use the MAEAP logo.

Farm Owner/Licensee Signature: _____ Date: _____

Print Name: _____

Please indicate where you plan to use the MAEAP logo :

- Letterhead Farm brochure Own farm sign Customer communication Apparel
- Farm web site : _____ Other (please describe): _____
- Product when used according to agreement (**you must list products**): _____

To order MAEAP items, please check the box below. An invoice will be sent to you from Michigan Farm Bureau for any item ordered. Please do not send payment now.

- | | |
|---|------------------|
| | Quantity: |
| <input type="checkbox"/> MAEAP bookmarks (first 200 are free, \$0.10 for each additional) | _____ |
| <input type="checkbox"/> 8.5" x 11" MAEAP poly sign (2 are free; contact the MAEAP office to request additional signs) | _____ |
| <input type="checkbox"/> 8.5" x 11" Why MAEAP? poly sign (2 are free; contact the MAEAP office to request additional signs) | _____ |
| <input type="checkbox"/> MAEAP general brochure (\$0.20 each) | _____ |
| <input type="checkbox"/> MAEAP stickers—1"x1.5" (\$7.00/100 stickers) | _____ |

Please mail, fax, or e-mail completed form to:

MDARD—MAEAP

PO Box 30017

Lansing, MI 48909

Phone: 517.284.5609 Fax: 517.335.3329

E-mail: mda-esd-maeap@michigan.gov

If you wish to continue the use of the MAEAP logo, this agreement MUST be renewed at time of MAEAP reverification.

Keep a copy of this document for your records.

Revised: 1/7/2015