



Sweet Pea Logo and Name Usage Guidelines

The community volunteers who organize the Sweet Pea Festival would like to welcome and encourage the business community's celebration of the Festival. In an effort to clear up any confusion and help businesses celebrate the Festival, Sweet Pea has developed these guidelines.

Participation in Actual Festival

Businesses and organizations can participate/volunteer for the actual Festival in the following ways:

- Button sales at gates of Festival
- Merchandise sales at Jacobs Crossing and at the Festival
- Floats in the Sweet Pea Festival Parade
- Street blocking for parade

Use of "Sweet Pea" on Merchandise

Since the logo and related name are trademarked, only merchandise authorized by the Sweet Pea Board of Directors can be sold which contain the symbol and/or name. Therefore, any person, organization, or business outside of Sweet Pea cannot reproduce it in any form that might resemble it.

Use of "Sweet Pea" in Advertising

Persons, organizations, or businesses can participate in the celebration of the Festival when advertising their products or services. The following examples demonstrate some possibilities.

Newspaper Ads:

If a business chooses to include Sweet Pea in their advertising –

- A. Incorrect Joe's Sweet Pea Sock Sale
B. Correct Joe's Sock Sale, In Celebration of the Sweet Pea Festival

Solution (B) shows a distinction between the business and the Festival, thus does not show an affiliation between the business and the Festival.

Special Events:

- A. Incorrect Sweet Pea Frog Jumping Contest
B. Correct Frog Jumping Contest During Sweet Pea Weekend

Events with the words "Sweet Pea" in front of them imply the event is associated with, or sanctioned by, the Festival and causes confusion among the public. In many cases, the Sweet Pea office receives calls asking for information about the event. Organizations may specify the event occurs during the Sweet Pea Festival, but may not imply the event is a sanctioned Sweet Pea activity. Anyone wishing to host an event that is actually associated with the Festival must obtain approval by the Sweet Pea Board of Directors. Please contact the Sweet Pea office for details.

Window Displays:

Window displays are a great way to celebrate the Festival. No special guidelines are needed here as long as the above guidelines are followed.

We hope these guidelines demonstrate how Sweet Pea can be referenced by those wishing to celebrate the Festival.

If there are any questions, please contact the Sweet Pea office at 586-4003. Thank you for your support.