



## Application for Use of the Highlands Brand

Town of Highlands  
P. O. Box 460  
210 N. 4th Street  
Highlands, NC 28741  
Fax 828-526-2595

Application Fee \$25.00

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Organization

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Postal Address

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Zip Code

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Contact Person

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Phone

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Fax

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Email

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Proposed Use

Please provide a brief description of how you will be using the Highlands brand:

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Who is the intended audience that will be exposed to the use?

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What is the estimated volume of use? e.g., number of visitors per month to your website, number of posters or brochures being printed, etc.

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To help us supply you with the correct version of the brand for use, please select from the options below. The brand will only be supplied in an electronic format via email.

Brand format:

- Website or MS Office Suite (jpg) or
- Graphic design software, i.e., InDesign, Illustrator, Pagemaker, Corel Draw, etc. (EPS)

**Step 1: Select the color(s) for your brand.**

<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
	<b>Blue Pantone 7477C</b> <b>Hex # 335C64</b>		<b>Green Pantone 7491C</b> <b>Hex # 6F823B</b>		<b>Dark Green Pantone 574C</b> <b>Hex # 394C17</b>
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
	<b>Dark Blue Pantone 5467C</b> <b>Hex # 152F33</b>		<b>Olive Green Pantone 3995</b> <b>Hex # 5D540E</b>		<b>Barn Red Pantone 484C</b> <b>Hex # 9C3022</b>

\*The color value for print is the PMS number, and the online color is the hex number.

**Step 2: Select one of the following six taglines for your brand.**

Example of a tagline

- Elevation 4118
- Elev. 4118
- Est. 1875
- North Carolina
- NC
- [No tag line]



The brand must have enough open space around it to have a clear and clean impact. The H in HIGHLANDS can be used as a measurement guide for this open space.

**Step 3: Submit a sample of the proposed use.**

To the extent that it is reasonable, create a sample of the proposed use. Website use or design may be printed on a piece of 8.5 x 11 paper but should not be made available to the public prior to approval by the Town of Highlands.

Note: The Highlands brand may be used for brochures, T-shirts, shopping bags, festival posters, websites, loyalty cards, and advertising. Do not modify the color, proportions, spacing, or any other aspect of the brand. You may not file trademark applications incorporating the Highlands brand or derivatives thereof. We want to ensure that the Highlands identity remains available for all to use.

For Town of Highlands Use Only:	
This application for use of the Highlands brand has been approved:	
Signed _____	
Date _____	Fee Paid \$ _____