

Use of Marietta Reads! Logos and Slogans, Mari-Etta Mascot

Marietta City Schools (MCS) grants a limited license to use Marietta Reads! (MR!) marks (logos and slogans) solely in association with the guidelines contained in this document. All use of the MR! marks (logos and slogans) will be consistent with MCS brand identity/mark guidelines, which are attached hereto as **Exhibit I and II**. All such use of the MR! marks shall be pre-approved in writing.

Marietta City Schools (MCS) marks (including MR! and Mari-Etta mascot, likeness and costume) may not be used in any manner that expresses or implies MCS's affiliation, sponsorship, endorsement, certification, or approval, other than as contemplated by a written Agreement.

- The MR! marks (logos and slogans, including Mari-Etta mascot, likeness and costume) may not be used in association with any third party trademarks in a manner that might suggest co-branding or otherwise create potential confusion as to source or ownership of the MCS marks, unless specified by written Agreement.
- The MR! marks (logos and slogans, including Mari-Etta mascot, likeness and costume) may not be included in any non-MCS trade name, business name, domain name, product or service name, logo, trade dress, design, slogan, or other trademark.
- The MR! marks (logos and slogans, including Mari-Etta mascot, likeness and costume) may only be used as provided by MCS electronically or in hard copy form. Except for size subject to the restrictions herein, the logo may not be altered in any manner, including proportions, colors, elements, *etc.*, or animated, morphed, or otherwise distorted in perspective or dimensional appearance.
- The MR! marks (school seal, logos and slogans; including, Mari-Etta mascot, likeness and costume) may not be altered or combined with any other symbols, including words, logos, icons, graphics, photos, slogans, numbers, or other design elements.

Exhibit I



- Mari-Etta is the property of the Marietta City Schools. Mari-Etta's appearances are traditionally made as part of a Marietta Reads! fundraising or sponsorship event or at a district school in support of the Accelerated Reader (AR) points program and to promote the Marietta Reads! literacy initiative.

Mari-Etta

Exhibit II



Marietta Reads!



Marietta Reads!

We All Succeed When Marietta Reads



¡Marietta Lee!

Todos tenemos éxito cuando Marietta lee