**REQUEST FOR IOWA BYWAYS™   
EDUCATION AND PROMOTION BRAND USE**

*Before requesting brand use, please review the Iowa Byways™ Brand Use Policy found at* [*https://iowadot.gov/iowasbyways/Iowa-Byways-Brand*](https://iowadot.gov/iowasbyways/Iowa-Byways-Brand)

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|  |  | |
| **Applicant Organization** |  | |
| **Contact Person** |  | |
| Name |  | |
| Title |  | |
| Phone |  | |
| Email |  | |
|  |  | |
| **Submitted to:** | |  |
| **□**  Iowa Department of Transportation or | |  |
| **□** Local Licensed Byway **Organization** **Name** | |  |
|  |  | |
| **Contact Person** |  | |
| Name |  | |
| Title |  | |
| Phone |  | |
| Email |  | |
|  |  | |

**Trademark(s) included in this not-for-profit use request:** (Edit this list and remove items not requested)

|  |  |  |
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| **Trademark Description** | **Registration Number**  **Class 101:**  **Advertising & Business** | **Registration Number**  **Class 105:**  **Transportation & Storage** |
| Iowa Byways System Wide Identity Graphic | 5480TM-702187 | 5480TM-702204 |
| Loess Hills National Scenic Byway | 5480TM-702190 | 5480TM-702208 |
| Delaware Crossing Scenic Byway | 5480TM-702181 | 5480TM-702201 |
| Driftless Area Scenic Byway | 5480TM-702185 | 5480TM-702203 |
| Glacial Trail Scenic Byway | 5480TM-702180 | 5480TM-702200 |
| Grant Wood Scenic Byway | 5480TM-702198 | 5480TM-702218 |
| Historic Hills Scenic Byway | 5480TM-702197 | 5480TM-702216 |
| Iowa Valley Scenic Byway | 5480TM-702192 | 5480TM-702213 |
| Lincoln Highway Heritage Byway | 5480TM-702191 | 5480TM-702210 |
| River Bluffs Scenic Byway | 5480TM-702189 | 5480TM-702207 |
| Western Skies Scenic Byway | 5480TM-702188 | 5480TM-702205 |
| Covered Bridges Scenic Byway | 5480TM-682622 | 5480TM-682620 |
| Jefferson Highway Heritage Byway | 5480TM-682626 | 5480TM-682629 |
| White Pole Road Scenic Byway | 5480TM-682637 | 5480TM-682631 |
| Iowa Great River Road National Scenic Byway | DOT use authorized by Iowa MRPC |  |
| Iowa Mississippi River Parkway Commission | DOT use authorized by Iowa MRPC |  |

**Description of use(s) requested**

(Insert or attach details here:)

Include description of the publication(s), intent, target audience, distribution quantity and method, length of publication or quantity to print, etc. Temporary or extended use?

**Special Uses**

Some uses may require review by the Iowa Department of Transportation.

**SAMPLE APPROVAL FOR USE OF IOWA BYWAYS   
GRAPHIC IDENTITY**

The Iowa Department of Transportation (IDOT) has registered the Iowa Byways word mark and graphic identity and the XXXXXX Scenic Byway word mark and logo with the State of Iowa and maintains exclusive rights to their use. XXX RC&D and the Department entered into an agreement XXX granting authority to XXX RC&D authorize use of the X, X X, byway graphic identity for promotional and educational purposes.

Registration number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

This agreement extends the use of the Iowa Byways graphic identity and the XXXX Byway logo to the signee for the purposes of promotional use related to the byway.

This agreement between XXX Byway Organization and the signee exists for one year or specified use detailed in the brand use application attached with the following provisions:

Description of approved use:

Any use of the Iowa Byways graphic identity and the XXXX Byway logo must meet the standards and requirements described in the Brand Guidelines provided.

Any unauthorized use deemed inappropriate by XXX RC&D may result in suspension of this agreement.

The XXX RC&D reserves the right to modify, suspend, or revoke this agreement if the above provisions are not met. Written notification of any change to this agreement will be provided to the signee(s).

Logo use applicant XXX Byway Organization

Date Date