



Iowa Byways™ Brand Use FAQ

What is the primary use of the Iowa Byways™ brand?

The primary use of the Iowa Department of Transportation (DOT) Iowa Byways™ brand is to provide distinct wayfinding signage for travelers on the Iowa Byways.

Supplemental uses provide further association with marketing the byways and their amenities through promotional media to build visitor and resident awareness, economic development, byway storytelling/interpretation, corridor brand strength, local support, and promotional souvenirs.

What is the purpose of the Iowa DOT registering a trademark for the Iowa Byways™ names and artwork?

The Iowa DOT intends to further the vitality of byways in the state scenic byways program through consistent brand recognition and promotion.

What entities have the authority to manage use of the Iowa Byways™ brands?

Each byway management organization, holds both a brand agreement and a license agreement with the Iowa DOT for that byway brand. These agreements ensure local byway- coordinated management of the byway brand and assures benefits of any commercial use of the Iowa Byways™ brands will support state designated Iowa Byways™ development and sustainability. These byway management organizations work with the byway governing board and local stakeholders to authorize brand use for souvenirs and other uses to benefit the byway. Each byway has a governing board and a non-profit organization providing organizational and administrative support.

Where can I find the Brand Standards documentation?

Iowa Byways™ Brand Standards are available on the Iowa Byways website here:

What kind of use may I request?

- 1) Free brand use for media/materials promoting or reporting on the byway.
- 2) Licensed brand use for paid events or products for sale bearing an Iowa Byways™ trademark name or artwork.

What is free brand use?

Iowa Byways™ welcome earned media support and promotion through local partners. Byway organizations are encouraged to help by providing art work and brand guidelines for proper limited use and inclusion in appropriate media and events.

The byway organizations are tasked with managing the Iowa Byways™ names and art works included in their agreements. This includes assisting local byway partners and media with proper use and attribution of brand art works and names on published materials, signage/ interpretation, digital media and other uses. They also provide the quality artwork and the brand guidelines pages for clarification as needed. When permitted use is unclear, a byway organization can contact Iowa Byways™ Program Manager, Emily Whaley for assistance.

What is licensed brand use?

Iowa Byways™ organizations appreciate shared efforts to promote and support their byways. If an Iowa Byways™ brand is used in a product design sold for profit, it must be approved and monitored under an Iowa Byways™ License agreement. The process ensures both the proper use of the brand and that the

byway(s) receive a fair share (fee) of the profits to contribute to byways development and sustainability. The licensed use application must be approved by the byway organization and submitted to the Iowa DOT for approval under the terms of the byway organization’s license agreement.

How do I get Iowa Byways™ brand artwork and permission to use it?

Contact the byway organization(s) for the byway brand you are interested in for assistance. If you are more interested in a group of byways or all byways statewide, contact the Iowa Byways™ Program Manager, Emily Whaley.

What are license fees?

When a product is made and sold bearing the mark or name of the licensed brand, there is fee for use collected to benefit the brand-holder when another entity makes commercial use of the brand. It can be a percentage or a set amount. As noted above “...any commercial benefits of using the Iowa Byways™ brands will be directly available to support state designated Iowa Byways™.”

What is license agreement fiscal management?

Under a license agreement, each approved use requires documentation of the fiscal management for the product produced, distributed and sold. The Iowa Byways™ license use application includes a fiscal plan and the agreed upon fee(s) approved by the byway organization and the Iowa DOT. The license-holder then reports to the Iowa DOT quarterly on the license fees collected. License fees may be realized/collected at the wholesale purchase point or at the retail point of sale as best suits the product and the sales plan.

How are the license fees set and used?

Iowa Byways™ license fees are directed to the appropriate byway licensee (byway organization) for use by the byway council/board. Anticipated use is part of the approved fiscal plan.

There is no percentage set by the Iowa DOT Brand Agreement. The byway board/council and their partners/ vendor can negotiate locally according to the product branded and other locally determined factors.

EXAMPLES	Mug	T-shirt	
Item cost	\$ 3.00	\$ 10.50	
Brand fee to byway	\$ 0.50	\$ 0.75	<i>Determined with application and local plan</i>
Local Project	\$ -	\$ 0.75	<i>Determined with application and local plan</i>
Seller profit	\$ 3.50	\$ 9.00	<i>May be commercial or non-profit</i>
Item retail	\$ 7.00	\$ 21.00	

What is the local byway organization’s role in brand management?

Iowa DOT provides local byway organizations with support under their Sustainability Phase 4 or Development agreements. This includes sustainability tasks with a section for Iowa Byways™ brand management including producing promotional materials and other tasks using and managing the brand.