

# LOGO USAGE

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## MILWAUKEE WORLD FESTIVAL, INC.



### Milwaukee World Festival, Inc. (Smile Lock-Up)

- Corporate Letterhead
- [www.milwaukeeworldfestival.com](http://www.milwaukeeworldfestival.com)
- Board materials / presentations
- Community Events



### Summerfest Smile (exclude Summerfest, dates, and Milwaukee)

- Merchandise
- Social media icons
- Select sponsor-related materials (i.e. Miller Lite point of sale)
- Select permanent signage



### Summerfest presented by American Family Insurance Logo Lock-Up

- Advertising (print, outdoor, etc.)
- Line-up Poster
- Summerfest Brochure, Family Brochure, Food & Beverage, etc.
- Website header / footer
- Social media pages
- Media
- Promotional partners including trades, community partners, etc.
- Annual signage (avenue banners)
- Special one-off promotions related to current year festival



### American Family Insurance Amphitheater Logo

- Amphitheater advertising
- Signage



### BMO Pavilion Logo

- BMO Pavilion advertising
- Signage



### Northwestern Mutual Community Park Logo

- Northwestern Mutual Community Park advertising
- Signage