

## **EUGENT – European Association for Deceleration**

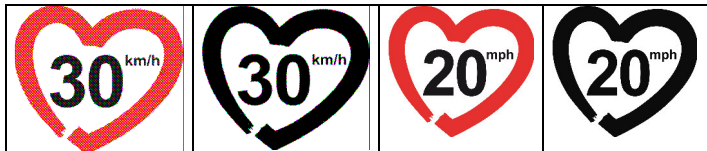
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### **Logo for the campaign “30km/h – Making the Streets Liveable!”**

EUGENT – European Association for Deceleration, not-for-profit Enterprise Company in Berlin, holds the usage rights of the logo as follows:



This logo may be used for campaigns promoting 30 km/h as urban speed limit and in connection with a distinct and nearby reference to the official website [www.30kmh.eu](http://www.30kmh.eu).

#### **1. Visibility of the Logo**

Partners agree to publish the logo in connection with a distinct and nearby reference to the official website [www.30kmh.eu](http://www.30kmh.eu). They are welcome to use a version with the web address already integrated (see below), or a similar version



in case the logo is applied directly on the pavement of a street, no mentioning of the website is necessary.

#### **2. Announcements to EUGENT**

When using the logo on external publications apart from the website [www.30kmh.eu](http://www.30kmh.eu), partners agree to promptly announce the publications to EUGENT.

In case the logo is used in the framework of a comprehensive campaign, users agree to send a short synopsis to EUGENT and are then free to use the logo for all parts of their campaign.

#### **3. Collection of Donations**

Users planning to collect donations in connection with the logo, agree to announce this to EUGENT in advance. They agree to deliver a percentage of 10% of the donations gathered to EUGENT, up to a maximum of 1000 Euro. This money will be used by EUGENT, which is a charity enterprise, in order to further promote the 30 km/h speed limit (like translate important documents, fund the website, and pay a share to the graphic artists who originally created the logo).

#### **4. Information on [www.30kmh.eu](http://www.30kmh.eu)**

EUGENT offers to publish news and backgrounds of the campaign on the website [www.30kmh.eu](http://www.30kmh.eu) if campaigners wish to have it published there.