

EUGENT – European Association for Deceleration

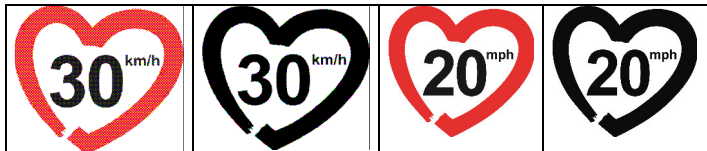
Heike Aghte, Secretary General

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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.

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. 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, 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

EUGENT offers to publish news and backgrounds of the campaign on the website www.30kmh.eu if campaigners wish to have it published there.