

# Greater Gainesville Brand Charter



## *Preamble*

The Market Gainesville Partnership, a coalition of public and private entities engaged in marketing the Greater Gainesville Area, has undertaken the initiative to develop a Brand for the city designed to project a consistent, focused message. The purpose of the branding program is to enable the public and private sector to market the Greater Gainesville Area in a progressive manner and assist in the development of our economy, our culture and our way of life.

The brand is rooted in a series of attributes of the Greater Gainesville Area that taken as a whole, describe a place and a people that are unique and a strategy that is distinct.

While the overall management of the brand will reside with the Market Gainesville Partnership, it is owned by all citizens and having it embraced by many sectors within the Greater Gainesville Area is vital to the success of this initiative

The Charter is designed to formalize the involvement of public and private sector organizations in the Brand initiative. As a signatory each organization agrees to foster the development of the Brand through marketing and communications efforts and to embrace the meaning and intent of the Brand through the development of policies, programs and organizational governance

## *Undertakings*

Whereas, the Market Gainesville Partnership in cooperation with public and private sector has developed a new brand and associated positioning for the Greater Gainesville Area and, Whereas, the intent of this branding is to market the Greater Gainesville Area in a positive, professional and consistent manner and, Whereas, cooperation between the public and private sector in this regard are key factors for success and, Whereas, success for the Brand initiative will require a dedicated effort over an extended period of time.

## *Therefore*

1. The parties agree to work cooperatively to advance the agenda for the further development of the Greater Gainesville Area Brand Initiative
2. The parties agree to use the logo, word, mark and any other elements of the Brand identity in accordance with the established standards.
3. The parties agree to make best efforts to undertake joint marketing and communications efforts and to promote the Greater Gainesville Area brand at all possible times.
4. The parties agree to work cooperatively to defend the brand when it is unfairly and inappropriately portrayed.

IN WITNESS WHEREOF the parties hereto have executed this Agreement the \_\_\_\_ day of \_\_\_\_\_, 2006

Per: \_\_\_\_\_  
(Participating Company/Organization)

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