



## HOW TO GET INVOLVED IN THE MADE IN NEW HAVEN CAMPAIGN

### — A STEP-BY-STEP GUIDE —

New Haven has long been a place where industrious and creative-minded people can develop businesses and thrive, with support from their community. It's been true through the City's history, and today many are carrying on the legacy.

Whether you represent a well-established New Haven family brand, an international company with a local presence, a start-up based in New Haven, or are a local artisan, we honor your ingenuity and invention. The time has come to provide a way to unite, celebrate and promote your diverse contributions!

The City of New Haven has commissioned a graphic mark (otherwise known as a "logo"), to be registered as a national trademark. This mark is and will be a sign of distinction, which we will make available, free-of-charge through license

- 1. Manufacturers and makers that produce goods in or in honor of New Haven
- 2. Retail establishments that sell such goods
- 3. Production companies and web-based businesses that create digital products and promote New Haven as an attractive place to live, learn, work and play

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#### — STEP ONE —

If your business falls under one or more of these categories, we invite you to complete Made in New Haven's Form to Participate.

<http://goo.gl/forms/IiyHW4v5tE>

#### — STEP TWO —

Based on your responses, we will provide a customized license agreement, downloadable files of the artwork, and a branding guide so you have everything you need to begin using the mark in your own marketing and branding.

#### — STEP THREE —

We encourage you to use the mark in any number of ways, including:

- On product packaging
- On shipping containers
- In-store displays
- Retail bags and stickers on purchases
- On websites and/or digital products
- On the outside of a building or inside offices
- In advertising

#### — STEP FOUR —

Stay in touch with the campaign community, provide feedback, and suggest new ways of using the mark. One great way to stay in touch is by joining our community Facebook group, exclusively for Made in New Haven participants. You will receive an invitation when you submit your license agreement. This is also where we will announce future press conferences and other special events.

#### — STEP FIVE —

Submit at least three high-resolution, digital images of how you're using the campaign mark. The City will publish an online directory of Made in New Haven participants based on these submissions, updated every six months.

#### — STEP SIX —

Attend press conferences and other special events. You can also host a Made in New Haven promotion (such as an on-line sale or in-store event), which we will promote through the Economic Development Corporation of New Haven's social media accounts.

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#### — MADE IN NEW HAVEN CONTACTS —

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