



Recommended distribution and use of the RID Graphic

Heartland Promotions Inc. has invested a substantial amount of time into the graphics for the RID campaign. To respect this investment, we ask that you follow these guidelines for use and distribution of the logos and graphics.

NON PROFIT COMMUNITY ORGANIZATIONS:

The files are available at no cost to community organizations that are promoting the RID Campaign, provided that the services using the logo are given to the campaign at no cost or, at a reduced cost, which provides a donation to the group. This encourages campaigns to use local resources and collect local donations.

If a community group is using the graphics for printing signs, posters, banners, notepads, pens, etc., Heartland Promotions Inc. is to be provided the opportunity to quote on the order. The specs of the graphics will be sent to other companies who want to provide a quote to the group. If Heartland Promotions Inc. needs to adjust the graphic for another company to use, that service will be charged out at \$25 per half hour of work.

Graphics will be released to the end user only. This helps to protect the integrity of the graphic and prevent it from being widely released without proper support.

There are different formats for the graphic (small and large sizes, horizontal and vertical formats, etc.) In order to get the right graphic to the person who needs it, Heartland Promotions Inc. will correspond directly with the end user of the file.

FOR PROFIT COMPANY CAMPAIGNS:

The RID project encourages companies to support and develop RID campaigns – whether it is an internal campaign or community oriented campaign. Any company ordering RID promotional items must contact Heartland Promotions Inc. for information regarding the graphics and promotional items.

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