

261—164.1(15) Purpose and limitation.

164.1(1) Purpose. The purpose of the marketing logo program is to aid in the promotion and marketing of Iowa products and services. The IDEED board has approved the following logo to market and promote Iowa products and services: A Taste of Iowa. A person shall not use this logo or advertise it or attach it to any promotional literature, manufactured article, or agricultural product without the approval of the department. The department will consult, as appropriate, with the advisory committee concerning program design, promotion and administration.

164.1(2) Limitation. By authorizing eligible applicants to use the marketing logo, the department, the IDEED board and the state do not provide any guarantee or warranty regarding the product or service or its quality. Businesses that use the marketing logo expressly agree not to represent that the logo suggests any department, IDEED board or state approval of the product or service.