



# VIRGINIA SESQUICENTENNIAL OF THE AMERICAN CIVIL WAR COMMISSION

## APPLICATION TO AFFIX LOGO

**Organization name** \_\_\_\_\_

**Materials to which logo will be affixed (e.g., print ad, website, museum display—attach draft, copy, or proof)** \_\_\_\_\_

**Description of project or event** \_\_\_\_\_

**Intended audience** \_\_\_\_\_

**Duration of use** \_\_\_\_\_

**I have read and understand the Logo Usage Policy (see page 2).**

**This use of the logo is endorsed by the local sesquicentennial committee.**

**Signature of local committee official** \_\_\_\_\_

*An organization may apply individually or through the local sesquicentennial committee.*

**Form submitted by (please print)** \_\_\_\_\_

**Title/Organization** \_\_\_\_\_

**Date** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

<b>Provisional status</b> _____	<b>Date</b> _____	<b>Initials</b> _____
<b>Final action</b> _____	<b>Date</b> _____	<b>Initials</b> _____
<b>Notes</b>		

*Approval for use of the logo is limited to the purposes described in this application.*

## LOGO USAGE POLICY



The logo was created and trademarked by the Virginia Sesquicentennial of the American Civil War Commission, which reserves all rights to its use. The Commission may grant limited and nonexclusive license for noncommercial use of the logo to a local sesquicentennial committee, government agency, or private nonprofit entity. Such committee, agency, or entity may not assign the Commission's logo to any third party.

Express permission of the Commission must be obtained before the logo is affixed to any project or electronic or print media, or associated with any event. An individual application must be made for each proposed use of the logo. If there is any doubt about whether a specific use is authorized, please discontinue use of the logo and contact the Commission.

**The applicant is responsible for ensuring that the logo is used in a manner that strictly adheres to the Commission's goals, as follows:**

*Diversity:* The commemoration will be inclusive of, and meaningful to, all Virginians, including diverse racial and ethnic groups.

*Inclusiveness:* The commemoration will seek to portray a balanced story of Virginia's participation in the American Civil War that encompasses many perspectives, including African-American, Union, and Confederate perspectives.

*Statewide Accessibility:* The commemoration will be statewide, involving all localities and encompassing all Civil War-related institutions, museums, battlefields, parks, and facilities.

*Education:* The commemoration will include a strong education component designed to inspire an interest in Virginia history.

*Permanence:* The commemoration will imprint Virginia history and leave a positive and rich legacy well beyond 2015.

**Applicant agrees to the following:**

- To use the logo only in ways that contribute to the furtherance of the Commission's goals as enumerated above.
- Not to use the logo until approval by the Executive Committee or its designee has been granted.
- To exercise diligence to ensure that the logo is used in accordance with the terms of this agreement.
- To cease using the logo for any purpose and remove all occurrences of public display, upon notice from the Commission that permission to use the logo is withdrawn.

In the event that the Commission determines that the terms of this agreement have been violated, the Commission may forthwith commence a direct enforcement and protection of its trademark.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_