



## AMERICA 250 ALABAMA LOGO USE AGREEMENT (For In-State Use Only)

This Logo Use Agreement (the “Agreement”) sets forth the terms and understanding between the Alabama USA Semiquincentennial Commission (the “Commission”) and the undersigned entity (“User”) regarding the use of the America 250 Alabama logo and associated branding materials (the “Logo”) for commemorative activities relating to the 250th anniversary of the founding of the United States.

### 1. PURPOSE

The purpose of this Agreement is to authorize the User to publicly display and use the official America 250 Alabama logo solely in connection with programming, events, and communications within the State of Alabama that align with the educational, historical, and civic purposes of the Semiquincentennial.

### 2. LICENSE

Subject to the terms herein, the Commission grants to User a non-exclusive, non-transferable, revocable, royalty-free license to use the America 250 Alabama logo within the State of Alabama for non-commercial, commemorative purposes through July 4, 2026. This license does not authorize use of the national “America250” logo, which requires separate permission.

Approved users include:

- Alabama counties, municipalities, and other local governments
- Local America 250 Alabama committees
- Alabama-based nonprofit organizations
- Civic and community organizations operating within Alabama
- Made in Alabama Brand Partners
- America 250 Alabama Partners

### 3. CONDITIONS OF USE

User agrees to the following terms:

- The Logo must be used in accordance with official brand guidelines provided by the Commission.
- The Logo may not be altered, distorted, or combined with other logos without express written permission.
- The Logo shall not be used for commercial merchandise, paid sponsorships, or political purposes.
- The Logo must be used in ways that reflect positively on the mission and values of America 250 and the State of Alabama.

### 4. TERM AND TERMINATION

This Agreement is effective upon signature and remains in effect through July 4, 2026, unless earlier terminated by the Commission upon notice. The Commission may revoke



the license at any time for misuse, noncompliance, or reputational risk. Upon termination, the User must immediately cease all use of the Logo.

#### 5. NO AGENCY OR FUNDING RELATIONSHIP

This Agreement does not constitute a grant or funding arrangement. It does not create a partnership, joint venture, or agency relationship. No funds or financial commitments of any kind are associated with this Agreement.

#### 6. GOVERNANCE AND MODIFICATIONS

This Agreement is governed by the laws of the State of Alabama. Modifications must be made in writing and signed by the Commission and User.

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IN WITNESS WHEREOF, the parties have executed this Agreement intending to be bound thereby:

User Organization:

Name: \_\_\_\_\_

Type of Entity (Municipality, Committee, Nonprofit, etc.): \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by the Alabama USA Semiquincentennial Commission

By: \_\_\_\_\_

Name: Natalie G. Steed

Title: Executive Officer

Date: \_\_\_\_\_



## America 250 Alabama Logo Usage Guidelines

*Issued by the Alabama USA Semiquincentennial Commission*

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### PURPOSE

To ensure the America 250 Alabama logo is used consistently and respectfully across the state, these guidelines outline how the logo may and may not be used by approved partners, municipalities, organizations, and committees.

### APPROVED LOGO

Only the official America 250 Alabama logo provided by the Commission may be used. Variants (e.g., black & white, horizontal, vertical) may be provided upon request.

### GENERAL USAGE RULES

- Do not alter the logo in any way. This includes:
  - Changing colors
  - Adding shadows, outlines, or filters
  - Stretching, skewing, or distorting
  - Adding other symbols, seals, or text into the logo
- Maintain clear space equal to the height of the "250" digits around all sides of the logo.
- Minimum size: The logo should never appear smaller than 1 inch in width in print or 100 pixels on screen.
- Backgrounds: The logo should not be placed over photographs or patterns that impair legibility.
- Co-branding: If displayed alongside other logos (e.g., a city or nonprofit), maintain balance. The America 250 Alabama logo should not be overshadowed or altered to match another brand.
- No commercial use: The logo may not be used on merchandise or commercial items without express written approval from the Commission.
- No political use: The logo may not appear on materials endorsing a candidate, party, or political message.
- No fundraising use: Use of the logo for donor recognition or fundraising must be cleared in advance.
- No parody or satire: The logo must not be used in humorous or critical contexts that may diminish its dignity.

### REQUESTING APPROVALS

Certain uses require prior written approval:

Co-branding with corporate sponsors

Inclusion in video, television, or high-visibility digital content

Please contact: [mpoole@americaamericanvillage.org](mailto:mpoole@americaamericanvillage.org) with your request and include a visual mock-up.



#### QUESTIONS OR CLARIFICATIONS?

Email [mpoole@americanvillage.org](mailto:mpoole@americanvillage.org) or contact the Executive Officer of the Alabama USA Semiquincentennial Commission for guidance.

By following these standards, we ensure that the America 250 Alabama initiative remains a unifying and dignified celebration of our nation's founding.