

## ALL-AMERICA CITY LOGO TRADEMARK USAGE GUIDELINES

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- Your community's name **AND** year must be included in all uses of the AAC logo.
- The logo cannot be used for profit commercial ventures, such as affinity cards (Visa/MasterCard). Such commercial ventures violate the trademark and can result in the decision to seriously curtail the finalist or winning community's further use of the logo.
- The logo cannot be used for political campaigns.
- All merchandise bearing the All-America City logo must be approved by the National Civic League and the local AAC Committee. It must display the name of the community and the year per NCL guidelines. Profits can be used to defray delegation expenses or to benefit local non-profit projects.
- Remember, the logo, with the year of designation and the trademark symbol, is registered with the federal government and may only be used by communities designated by the National Civic League. The law prohibits any other use of the logo without permission.
- Please provide the printers with the correct PMS colors of the logo. PMS Colors: **PMS 200 (Red) and PMS 280 (Blue)**. All text (including the year) and stars are blue. The bars on the logo are red.
- You may add each year your community won the All-America City Award to bottom of the shield.
  - Note:
  - When accounting for regional wins in your area, you may add the year of a regional win your community is geographically a part of, if your community has also won independently.
  - If your community is part of a larger geographic region that has won the Award, you may add that year's victory to your shield. For instance: The City of Roanoke won the All-America City Award in 1952,1982,1988,1996, 2012, 2017. But in 1979 Roanoke Valley (which includes the city of Roanoke) was recognized and in 1989 Roanoke County was recognized. Since the City of Roanoke is part of those two geographic areas they can also claim those wins on their signage and shield.
  - However, Roanoke County cannot claim to have won 8 times. Larger geographic entities cannot add wins to their shield based on wins from any community which they encompass. They may however refer to themselves as home of "3 All-America Cities" or similar descriptions.
  - One further consideration: The 2012 and 2017 All-America City Awards were done in partnership with the Campaign for Grade-Level Reading with different criteria for the award. Communities earning designation in those two years should use the combined All-America City Shield and Campaign for Grade-Level Reading logo to designate recognition for those years. But communities which have won in regular years, and in Campaign for Grade-Level Reading years (2012 and 2017) may display the traditional All-America City shield reflecting every year for which they were named an All-America City (including 2012 and 2017).