

Fairfax County 275th Anniversary Commemoration Committee



APPLICATION TO AFFIX LOGO

Organization name: _____

Name of Applicant, Title (Chief Point of Contact): _____

Phone Number: _____ Email Address: _____

Mailing address: _____

Alternative contact info: _____

Materials to which logo will be affixed (print ad, website, museum display, etc. – attach draft, copy, or proof if possible): _____

Brief description of project or event for which this use of the logo is authorized: _____

Intended audience: _____

Duration of use: _____

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

Signature of authorized official: _____

Date: _____

For Committee Use Only:

Final action: _____ Date: _____ Initials: _____

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

Send completed application to Patrick Lennon, Marketing Director, Visit Fairfax
3702 Pender Drive, Suite 420 ♦ Fairfax, VA 22030
Phone: (703) 752-9504 ♦ Email: plennon@fxva.com ♦ Fax: (703) 790-5097

LOGO USAGE AGREEMENT

The logo was created by the Fairfax County 275th Anniversary Committee, which reserves all rights to its use. The Committee may grant limited and nonexclusive license for noncommercial use of the logo to a government agency, museum, historical site, nonprofit organization, educational institution, or other related group. Such organizations may not assign the Committee's logo to any third party.

Express written permission of the Committee must be obtained before the logo is affixed to any project, electronic or print media, or is associated with any event. An application must be made for each proposed use of the logo. Committee staff will notify the applicant when the application is approved and will assign and deliver the logo. If there is any doubt about whether a specific use is authorized, please discontinue use of the logo and contact the Committee.

Applicant agrees to the following:

- ☐ The logo will be used only in accordance with the Committee's logo use policy (see page 3).
- ☐ The logo will not be used until written approval (email or hard copy) by the Committee has been granted.
- ☐ Once approved, applicant will ensure that the logo is used only in accordance with the terms of this agreement.
- ☐ If the Committee later informs applicant that permission to use the logo is withdrawn, applicant will immediately cease all use of the logo and remove it from any public use.

In the event that the Committee determines that the terms of this agreement have been violated, it may forthwith withdraw approval of the logo use and begin enforcement actions.

Signature _____ **Date** _____

Fairfax County 275th Anniversary Commemoration Committee



LOGO USAGE AND ASSIGNMENT POLICY

Background

The Fairfax County 275th Anniversary Committee created a logo for its use in promotion of Fairfax County's 275th Anniversary Commemoration. All rights of logo usage are reserved for the Committee unless expressly granted otherwise. Any government agency, museum, historical site, nonprofit organization, educational institution, or other group that wishes to be identified with the Committee and furthers its goals to may apply for specific uses of the logo.

Requirements

1. Certain events, groups, or activities might not receive the endorsement, explicit or implicit, of the Committee because the goals of these events, groups, or activities don't match the Committee's goals, and the logo shall not be affiliated with such events, groups, or activities.
2. The Application to Affix Logo must be completed for every logo assignment and sent to the Committee contact for approval. A draft, proof, copy, or mock-up of material to which logo is to be affixed must accompany the application when possible.
3. Applicants may be asked to provide information to the Committee or to answer questions about proposed use of the logo. Committee volunteers will notify the applicant when the application is approved and assign the logo.

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