

## Springfield All-America City 2004 Logo Standards

This document provides basic guidelines for the use of the Springfield All-America City name and image in materials prepared for area businesses and organizations.

Springfield's AAC logo may be used in a variety of ways to publicize our designation and to help us build civic pride. The logo may be used in media advertisements, websites, business cards, decals, postage meters, and printed materials.

### *Copyright Requirements*

- **The city'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 Springfield's further use of the logo.
- All merchandise bearing the All-America City logo must be approved by the National Civic League and the Springfield AAC Committee. It must display the name of the community and the year. Profits can be used to benefit local non-profit projects.
- When printing professionally, please provide the printers with the correct PMS colors of the logo as follows: PMS 200 (Red) and PMS 280 (Blue). All text and lines are blue.
- In addition to being included on this CD, the logo can be downloaded from the National Civic League website at [www.ncl.org/aac](http://www.ncl.org/aac)

### *Acceptable Logo Configuration*

Logo configuration that is acceptable for businesses and organizations in Springfield to use can be seen on the right. Changing the font of the city name or year, using the seal as a watermark, or printing the entire logo in grayscale for newsprint is acceptable. The name of the city should remain above the shield and centered, and the year should remain below the shield and centered as well. The registration mark should always be on the logo. It is important to maintain the integrity of the logo as specified by the National Civic League, the owner of the logo.



## *Unacceptable Logo Configuration*

**Do not** use the logo without identifying the city *and* year.



**Do not** alter the colors of the logo.



**Do not** distort the logo.



More information concerning use of the logo for marketing and branding purposes, please review the Marketing Manual provided on this cd. The manual is also available online at [www.ncl.org/aac](http://www.ncl.org/aac)