



All-America City Logo and Name Use Policy

This policy provides the City of Marshall with a formal means to guide the use of the 2015 All-America City Designation. The designation will be used by various groups and entities to promote the City of Marshall's distinguished honor. This policy aims to provide the public a means to help disseminate information about the All-America City Brand and help celebrate this prestigious award.

The All-America City logo is a registered Copyright with the US Patent and Trademark Office, and is the exclusive property of the National Civic League. The City of Marshall and the City Manager's office closely monitor the use of the All-America City logo and All-America City brand to preserve its integrity and adhere to the guidelines set out by the National Civic League. You must obtain permission from the City of Marshall before using the logo or brand.

Groups, organizations or individuals wishing to utilize the logo or brand must submit a formal request in writing electronically to the City Manager's office with 10 days advance notice for approval to use the Trademark. Requests must be sent to allamericacity@marshalltexas.net or submitted in person at City Hall, 401 S. Alamo Blvd.

- Name of individual making request including contact information.
- Name of group or entity making request including contact information.
- Date and location requested to utilized Trademark
- Descriptive purpose of utilizing the logo or brand including but not limited to: signage, web designs, sample promotional items and printed materials. All items are subject to review by the All-America City Committee.

All America City Logo Copyright Requirements

- The logo may not be altered in any way shape or form, and must always include Marshall, Texas 2015.
- The logo cannot be used for profit commercial ventures such as affinity cards. 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

City of Marshall, Texas
401 South Alamo
903-935-4421
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- All merchandise bearing the All-America City logo must be approved by the City of Marshall.
- Please provide printers with the correct PMS colors of the logo. PMS 200 (red) and PMS 280 (blue.) All text including the year and stars are blue. The bars on the logo are red.

Questions or concerns regarding this policy of the proper use of the Trademark may be addressed to the City of Marshall City Manager's Office at 903-935-4421.

This policy is not intended to serve as legal advice. If you have questions regarding your legal rights or duties please consult your attorney.