

National Park Service
American World War II Heritage City
Logo Request and Usage Guidelines

Requests for Permission to Use the Logo

A designated jurisdiction will receive an official letter informing them of their designation. They are then eligible to apply for permission to use the Logo.

To request permission to use the Logo, an authorized representative for a designated American World War II Heritage City (the "Representative") must send a letter of request to the American World War II Heritage City Program (the "Program"), in hard copy or as an emailed scanned copy, describing the intended use of the Logo. The Representative may also seek permission on behalf of a related third party to use the Logo, in which case the Representative's letter of request must describe the third party, its relationship to the designated American World War II Heritage City, and its intended use of the Logo. If the Logo is to be used on any printed material, then copies, photographs, and final text must be provided with the request. The request will be reviewed, and notification of a decision will be sent to the Representative, within thirty (30) days. If a request is approved, then notification to the Representative will include necessary permissions and appropriate stipulations and safeguards as described in these guidelines.

Usage Guidelines

Limitations on Licensed Uses

Current law does not permit the licensing of the Logo for commercial use or non-profit fundraising. Should future legislation affect this status, appropriate licensing fees and guidelines may be developed at that time. While the Program is aware of the potential benefits of licensing the Logo for commercial or fundraising purposes, it is also sensitive to concerns regarding commercializing the American World War II home front story. No use in this area will be allowed that could erode the meaning and symbolism associated with the Logo.

Designated American WWII Heritage City Uses

All non-Program uses of the Logo require prior permission in writing from the Program. Use of the Logo must be licensed or authorized through letters of permission that contain appropriate stipulations and safeguards.

The Program may authorize uses of the Logo that include non-profit interpretive and promotional materials, appearing in print, on signage, on the internet, and on audio-visual presentations. The Logo may be incorporated into commemorative plaques; road, trail, wayside exhibit, and other signs; publications and interpretive material such as maps, guides, or brochures; introductions to films, videos, or slide presentations; and websites. The Logo may be

used only in association with properties, programs, or facilities that are located within a designated American World War II Heritage City.

The Program will not authorize uses of the Logo that include commercial uses, including site advertising such as billboards, or publications such as in magazines or newspapers. The Logo may not be used in a way that implies that the Program endorses a particular business or businesses to the exclusion of competitors. The NPS prohibits exploitation of the Logo, and it may not be displayed on stationery, business cards, hats, bandannas, T-shirts, or other commercial products. The Logo may not be used in association with properties, programs, or facilities that are not located within a designated American World War II Heritage City.

All uses of the Logo must be consistent with the purposes and goals of the Program. Materials incorporating the Logo must contain accurate, non-misleading, factual information. Use of the Logo may not express or imply that the NPS endorses any political or religious viewpoints and may not be associated with materials that are discriminatory or express offensive views.

The NPS and the Program seek appropriate and balanced uses of the Logo that bring visibility and recognition to the public. The Program will assess proposed uses on a case-by-case bases. While some proposed uses of the Logo may be routine, others may require sensitivity and considerable judgement by the Program. The Program may revoke permission to use the Logo if it determines that a use is or has become inconsistent with these guidelines, NPS values, or Program purposes or goals.