

# 2020 Republican National Convention

## EXTERNAL LOGO USE POLICY

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The Committee on Arrangements for the 2020 Republican National Convention (“COA”) unveiled its logo for the 2020 Republican National Convention and its related celebratory events (“Convention Celebration”) in Jacksonville, Florida (“RNC2020 Logo”). The RNC2020 Logo is an important part of the Convention Celebration’s image and reflects the core principles of our Republican Party as well as the strong relationship with the Jacksonville area.

This External Logo Use Policy (“Policy”) provides the guidelines for proper and acceptable use of the RNC2020 Logo to preserve its integrity and protect the Convention Celebration’s brand.

The RNC2020 Logo is trademarked as the intellectual property of the COA, and it may not be used for any purpose without the express permission of the COA.

### Requesting Permission to Use Logo

To request permission to use the RNC2020 Logo, submit the request to:

[brand@2020gopconvention.com](mailto:brand@2020gopconvention.com)

Attention: COA Counsel

Requests should include:

- Name of the requester (individual and organization);
- Proposed purpose of the use of the RNC2020 Logo;
- Proposed format of the RNC2020 Logo;
- Medium and context in which the RNC2020 Logo will be used;
- The date(s) or periods when the RNC2020 Logo will be used; and
- A signed copy of this Policy.

### The RNC2020 Logo

The RNC2020 Logo should be used as one complete unit with all elements intact and unaltered. No other colors or variations of the RNC2020 Logo are permitted.



Proper use of the RNC2020 Logo should incorporate the entire graphic and text elements presented above. Any reproduction of the RNC2020 Logo must be true to the original in terms of colors,

relative size, shape, placement, and completeness of the letters and symbols. Do not modify, compress, extend, slant, expand, lengthen, shorten, distort, or alter the existing relationship of these combined elements. If the RNC2020 Logo is resized for a specific authorized use, the aspect ratio must be locked so that the RNC2020 Logo is not distorted.

The RNC2020 Logo will be available in EPS and JPEG formats. Do not attempt to reformat the RNC2020 Logo.

**Guidelines for Use**

External use of the RNC2020 Logo for any purpose requires express written approval by the COA.

COA reserves the right to require requestors to submit sample or completed merchandise to the COA for review, and requestors will be responsible for the cost of shipping.

**Prohibited Use**

The RNC2020 Logo shall not be used in any of these prohibited ways:

- Usage that implies endorsement, sponsorship, affiliation, approval by the COA;
- Purpose of solicitation (e.g., placement of the RNC2020 Logo on fundraising materials);
- Commercial use without prior written approval;
- Combination of the RNC2020 Logo with another logo or other graphics or text, except as permitted by prior written approval.
- Usage on goods not made in the United States of America; and
- Any usage by party beyond the scope of use set forth in the party’s request for approval.

*I understand and agree with the terms contained in this 2020 Republican National Convention External Logo Use Policy.*

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_

Organization/Vendor: \_\_\_\_\_