



## 2020 Republican National Convention

### EXTERNAL LOGO USE POLICY

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On August 1, 2019, the Committee on Arrangements for the 2020 Republican National Convention (“COA”) unveiled its logo for the 2020 Republican National Convention (“Convention”) in Charlotte, North Carolina. The Official Convention Logo is an important part of the Convention’s image and reflects the core principles of our Republican Party as well as the strong relationship with the Charlotte area.

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

The Official Convention 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 Official Convention 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 Official Convention Logo;
- Proposed format of the Official Convention Logo;
- Medium and context in which the Official Convention Logo will be used;
- The date(s) or periods when the Official Convention Logo will be used; and
- A signed copy of this Policy.

#### The Official Convention Logo

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



Proper use of the Official Convention Logo should incorporate the entire graphic and text elements presented above. Any reproduction of the Official Convention 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 Official Convention Logo is resized for a specific authorized use, the aspect ratio must be locked so that the Official Convention Logo is not distorted.

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

**Guidelines for Use**

External use of the Official Convention 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 Official Convention 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 Official Convention Logo on fundraising materials);
- Commercial use without prior written approval;
- Combination of the Official Convention 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: \_\_\_\_\_