

Use of the Sarasota All-America County Logo

Use our community's AAC logo to publicize the community's designation and to help build civic pride. Having decals made, printing the logo on business cards and adding it to your letterhead is a great way to increase the visibility of the AAC designation.

Copyright Requirements

- Sarasota County and 2006 must be included in all uses of the AAC logo.
- The logo cannot be used for profit commercial ventures. 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.
- All merchandise bearing the All-America City logo must be approved by the National Civic League and the local AAC Committee. It must display the name of the community and the year per NCL guidelines. Profits can be used to defray delegation expenses or to benefit local non-profit projects.
- Remember, the logo, with the year of designation and the trademark symbol, is registered with the federal government and may only be used by communities designated by the National Civic League. The law prohibits any other use of the logo without permission.
- When printing materials professionally, please provide the printers with the correct PMS colors of the logo. PMS Colors: PMS 200 (Red) and PMS 280 (Blue).