



### **PERMISSION TO USE ACWSC LOGO**

The Arkansas Civil War Sesquicentennial Commission has been established to plan, coordinate and promote the commemoration of the 150<sup>th</sup> anniversary of the Civil War. The Commission has chosen to promote a state-wide celebration beginning in 2011 and going through 2015. Major themes promoted by the Commission will be 2011: “Why Commemorate the Civil War,”; 2012: “A Divided Arkansas”; 2013: “Big War, Little War”; 2014: “Under Two Governments,” and 2015: “Emancipation and Reconstruction.”

In order to have a more organized commemoration of state-wide events, the Commission has elected to allow those events, projects or publications that meet the Commission’s guidelines to use the Commission’s logo when requested. Permission to use the logo means that the Commission believes a proposed project is worthy of official status and that it will make a meaningful contribution to the commemoration. Allowing the use of the logo is, in effect, a “seal of approval” for the concept of the project. **HOWEVER**, the Commission makes no judgment or guarantee of and assumes no responsibility for the quality, value, safety or content of the sanctioned project.

### **GUIDELINES**

1. Activities should relate to or take place during the calendar years of 2011-2015.
2. Activities must be educational, informative and directed toward the promotion of tourism or otherwise appropriate to the theme of the sesquicentennial.
3. Activities shall be non-discriminatory.

4. Sponsors of approved activities can use the sesquicentennial logo on their programs and event advertisements. Sponsors wishing to manufacture or sell items bearing the logo must request permission in their application to use the logo. The logo is a registered trademark with the Arkansas Secretary of State and by law can be used only with the permission of the Commission. Sponsoring organizations may charge fees for approved events; however, the charges should not be so expensive as to prevent widespread participation.

5. All requests for use of the Arkansas Civil War Sesquicentennial Commission logo will be reviewed by the commission's Logo Use Committee, which will present its recommendations at the next meeting of the full commission. In addition to the general requirements elsewhere in this document, those seeking use of the commission logo for creative and literary works will need to submit the following: 1) For songs, plays or movies, submit draft lyrics or scripts as appropriate; 2) for paintings, drawings, graphic art, sculptures, etc., submit mock-ups of the proposed work; 3) for novels or academic works submit galley proofs. The requests will be evaluated under the commission's procedures for use of the logo.

5. Activities should be well publicized in the local press/media.

6. Events allowed to use the Commission logo must conform to the rules and regulations of the site at which they are held.

7. The Commission will recognize and promote those events that are approved to use the logo. A calendar of events will be distributed nationally, and complete press coverage will be given to the events on the Commission web site at "ArkansasCivilWar150.com."

8. Applications for use of the logo should be submitted, if possible, at least six months before the scheduled event is held.

## **LOGO USE PROCEDURES**

### 1. What does permission to use the ACWSC logo mean?

Permission to use the ACWSC logo means that the Commission believes the proposed activity is worthy of official status, that it will be a meaningful contribution to the commemoration.

Permission to use the ACWSC logo is, in effect, a “seal of approval.”

### 2. Do events have to use the ACWSC logo?

No. Anyone can sponsor an event, but the Commission will only promote those that are approved to use the ACWSC logo. The logo is a registered trademark with the Arkansas Secretary of State and can only be used with the permission of the Commission.

### 3. Can fees be charged to attend events using the ACWSC logo?

Yes, sponsoring organizations may charge fees for events approved to use the ACWSC logo; however, the charges should not be so expensive as to prevent widespread participation.

### 4. What benefits can be expected from using the ACWSC logo?

The Commission will recognize and promote only those events that are approved to use the ACWSC logo. A calendar of events is posted on the [ArkansasCivilWar150.com](http://ArkansasCivilWar150.com) website and complete press coverage will be given to approved events. A registry of official activities will become a part of the permanent records of the Sesquicentennial. Other benefits may include special publications, such as a travel guide, education programs and curriculum for teachers and a national website with links to site and partner organizations.

### 5. Should events follow a specific theme?

No. The Commission seeks sponsors for a variety of activities. However, the Commission prefers that events, whenever possible, relate to the theme of the commemoration. Individual parks and historic sites are encouraged to focus on themes relevant to that particular site or area, telling their local stories.

7. What is the theme of the commemoration?

The key idea is “relevance.” Whatever your group does to commemorate the Civil War Sesquicentennial, it should help visitors understand the relevance of the war to their own lives today. Be inclusive of all stories, include the importance of legacy sites with civil rights and human rights themes. Also consider the uniqueness of the experience in the Trans-Mississippi West and the idea that many of the states represented a “Contested Promised Land” that differed for different groups—American Indians, African-Americans, Confederates and Unionists.

8. How am I connected to the Civil War?

The legacy of the Civil War is apparent in many ways, perhaps none more striking than the election of the country’s first African-American president. But it also is reflected in sites associated with events that took place years after the cessation of hostilities, such as the Central High School National Historic Site in Little Rock and the Southern Tenant Farmer’s Union museum in Tyronza. Many of the freedoms that we all enjoy today as United States citizens have their origins in the Civil War.

9. Are events involving school children welcome?

The Commission is particularly interested in permitting events that will involve children use the logo. We are hopeful that the commemoration will be used to enhance the teaching of Arkansas-related subjects in the primary and secondary schools.

10. How does the process of seeking permission to use the logo work?

The process begins with a local individual or group deciding to sponsor an event, activity, project or publication. The Commission should be contacted and asked to provide a logo-use request form. The completed form should be mailed to the Commission where it will be evaluated by the staff and the appropriate task force. If at all possible, the forms should be sent in at least six months before the scheduled event is held. The task force will then make a recommendation to the Commission as a whole for logo-use determination. If time does not allow for the full process, the executive committee of the Commission may grant permission; however, that option will be used sparingly.

11. Are there reporting procedures for events or projects using the ACWSC logo?

Yes. Sponsors of events approved to use the logo are required to file a brief report describing the event or project, listing attendance if relevant, and evaluating its success. These reports will be used in the commission’s final report to the General Assembly.