



Brand Guidelines

1. Ownership and Rights:

The Wisconsin America250 (hereinafter “A250WI”) logo and any associated designs, graphics, or intellectual property are the exclusive property of the American250 Wisconsin Commission and are protected by applicable laws. User acknowledges that the American250 Wisconsin Commission retains all rights, title, and interest in and to the A250WI logo.

2. Permitted Use:

The A250WI logo may only be used after obtaining written authorization from the Executive Committee of the Wisconsin Commission for the United States Semiquincentennial Commission (hereinafter “Executive Committee”). This authorization shall solely grant a non-exclusive, non-transferable, revocable license to use the A250WI logo for the purpose of promoting initiatives relating to the America 250 in Wisconsin commemoration and for no other purpose.

3. Brand Usage:

User agrees to use or require others to use the A250WI logo in a manner that is consistent with these brand guidelines and any other limitations placed upon its usage by the Executive Committee. The A250WI logo must not be used in any way that could harm the reputation, goodwill, or integrity of the American250 Wisconsin Commission or the Wisconsin Department of Veterans Affairs.

4. Prohibited Uses:

User may not use or permit others to use the A250WI logo in any way that is unlawful, defamatory, misleading, or infringing on the rights of the Wisconsin Commission for the United States Semiquincentennial Commission, the Wisconsin Department of Veterans Affairs, or any third party.

User may not use or permit others to use the A250WI logo for any commercial purposes other than those explicitly agreed to by the Executive Committee.

5. No Endorsement:

The use of the A250WI logo does not imply an endorsement, sponsorship, or affiliation with the American250 Wisconsin Commission or Wisconsin Department of Veterans Affairs unless expressly authorized in writing.

6. Termination:

The Executive Committee reserves the right to terminate or modify the authorization to use the A250WI logo at any time and for any reason. Upon termination, User agrees to immediately cease



all use of the A250WI logo and to remove it from all platforms, materials, and communications.

7. Indemnification:

Any User of the A250WI logo agrees to indemnify, defend, and hold harmless the American250 Wisconsin Commission and the Wisconsin Department of Veterans Affairs from any claims, liabilities, damages, or expenses arising out of or related to User's use of the A250WI logo.

8. Logo Usage:

While authorized agencies, entities, and individuals are encouraged to use the A250WI logo to promote initiatives relating to the American 250 in Wisconsin commemoration, any such User must adhere to the accompanying Guidelines for Brand Use.

9. Changes to Terms:

The Executive Committee reserves the right to modify these terms and conditions at any time. Any modification to these terms and conditions shall be effective upon publication and without prior notice. Users are encouraged to review the terms periodically.

10. Governing Law and Jurisdiction:

These terms and conditions shall be governed by and construed in accordance with the laws of the State of Wisconsin. Any disputes arising under or in connection with these terms shall be subject to the exclusive jurisdiction of the courts of the State of Wisconsin.



Guidelines for Brand Use

1. General Usage Requirements:

The A250WI logo must be used in its original form and proportions, without any alterations, modifications, or distortions. User may not reverse the logo; change the color of the logo; rotate the logo; stretch or alter the proportions of the logo; change the arrangement of the logo; apply gradients, shade, or other effects of the logo; alter the typography of the logo; or modify the design of the logo.

The logo must have clear and sufficient spacing around it to ensure visibility and legibility.

2. Social Media:

Logo use guidelines for social media are essential to maintain brand integrity and recognition across digital platforms. When incorporating the A250WI logo into social media profiles, always use the appropriate version optimized for each platform's dimensions to ensure a professional appearance. Do not make, permit, or authorize any alterations or modifications to the logo, including changing colors or stretching, to preserve its authenticity and consistency throughout the brand's online presence.

Use the hashtag: #america250inWisconsin for all applicable social posts. When possible, promote visitation to the A250 in Wisconsin website (<https://wisvetsmuseum.com/america250/>).

3. Print Materials:

The A250WI logo can be used in all print materials relating to A250 in Wisconsin agency and legacy initiatives. Always use the logo in its original, high-resolution format to ensure clarity and sharpness—and prioritize full-color. Avoid resizing the logo disproportionately, as this can distort its proportions and reduce its impact. Additionally, maintain a clear space around the A250WI logo to prevent visual clutter and increase visibility.

Ensure that the A250WI logo's colors are consistent with the brand's official color palette and refrain from altering them. When placing the logo alongside other elements, maintain a balance to avoid overwhelming the design. Following these guidelines will guarantee that the logo remains an effective and recognizable representation of the brand on printed materials.

4. Web/Digital:

Ensure that the A250WI logo is in a web-friendly format like PNG or SVG, allowing for scalability without losing quality. Optimize the A250WI logo's file size to minimize loading times and enhance user experience on websites and digital media.



5. Letterhead/Presentations:

When using the A250WI logo on letterheads, maintain a clean and uncluttered design to ensure the logo stands out prominently at the top of the page. Keep the A250WI logo size appropriate to avoid overwhelming the letter content while still ensuring it remains easily recognizable. For presentations, place the logo strategically on each slide, such as the corner or bottom, to reinforce brand presence without distracting from the content. Ensure the logo's colors and proportions remain consistent across all materials to uphold brand identity. Paper copies of letters and presentations should be printed from the source digital file, not copied.

6. Signage/Exhibits:

When using the A250WI logo on plaques and signage, opt for a size visible from a distance and proportional to the space to maintain readability and impact. Select materials and finishes that complement the logo's aesthetics while ensuring durability and longevity in various weather conditions. Maintain color accuracy and adhere to the brand's official color palette to reinforce brand recognition and consistency. Additionally, consider the environment where the plaques and signage will be displayed to ensure the A250WI logo blends harmoniously with the surroundings and leaves a lasting positive impression.