

America250 in Idaho Logo and Tagline Brand Usage Terms and Conditions



By using any of the , or logos (the “Logos”), the “Idaho’s Journey, America’s Legacy” tagline (the “Tagline”), or any associated brand assets (collectively referred to as “Materials”) owned by Idaho State Historical Society, you (“User”) agree to the following terms and conditions regarding proper use of the Materials (the “Terms and Conditions”).

Unless you have entered into a license agreement with ISHS for use of the Materials or have ISHS’s express written consent to use the Materials, you are not authorized to use the Materials for any purpose.

1. Ownership and Rights

The Materials, including the Logos, Tagline, and any associated designs, graphics, or intellectual property, are the exclusive property of ISHS and are protected by copyright, trademark, and other applicable laws. User acknowledges that ISHS retains all right, title, and interest in and to the Materials. User further acknowledges that consistent and proper use of the Materials is imperative to building strong brand recognition.

2. Logo Usage

User shall use the Logos in the following manner:

- a. The Logos shall be displayed in their original forms and proportions as shown herein without any alterations, modifications, or distortions, including with respect to the inclusion of the TM symbol, and the color, typography, and design;
- b. The Logos shall have clear and sufficient spacing around them to ensure visibility and legibility; and
- c. User shall include the following disclaimer on any webpages it controls, in contracts, and in any marketing materials that include the Logos: “The trademark ‘AMERICA 250’ is owned by the U.S. Semiquincentennial Commission and is licensed to the state of Idaho for limited use, time, and purpose.”

3. Tagline Usage

User shall use the Tagline in the following manner:

- a. The Tagline shall be displayed accurately and in its entirety without any alterations; and



- b. The Tagline must be accompanied by the logo whenever possible.

4. Prohibited Uses

User shall not use the Materials without ISHS's express permission or in any way that could harm the reputation, goodwill, or integrity of ISHS. User shall not use the Materials in any way that is unlawful, defamatory, misleading, or infringing on the rights of any third party. User shall not use the Materials for any commercial purpose other than those explicitly authorized in a license agreement or otherwise in writing by ISHS.

5. No Endorsement

The use of the Materials does not imply an endorsement, sponsorship, or affiliation with ISHS unless ISHS has expressly authorized such endorsement, sponsorship, or affiliation in writing.

6. Changes to Terms

ISHS reserves the right to modify these Terms and Conditions at any time. Users are encouraged to review the Terms and Conditions periodically.

7. Governing Law and Jurisdiction

These Terms and Conditions shall be governed by and construed in accordance with the laws of the state of Idaho. Any disputes arising under or in connection with these Terms and Conditions shall be subject to the exclusive jurisdiction of the courts of the state of Idaho that are located in Ada County, Idaho.

8. Acknowledgment by User

By using any of the Materials in any manner whatsoever, User acknowledges that they have read and understood these Terms and Conditions and agree to abide by them. If User does not agree to abide by these Terms & Conditions, they shall refrain from using the Materials.

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For inquiries or permissions regarding the use of the Materials, please contact:

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