

# COUNTY LOGO/COUNTY SEAL USE APPLICATION



## TERMS OF USE:

- An individual or organization may not use the seal/logo in any way other than that outlined in the application. Any additional use will be considered a breach of the agreement and copyright infringement.
- Commercial use of the seal/logo is not permitted.
- Legal action may be taken if the seal/logo is placed on tangible goods or fixtures in a way not approved by the County.
- The proposed use of the seal/logo should not present the County in an unfavorable light or in a way that is likely to offend a significant portion of the population.
- The seal/logo should not be used to create the perception of official County action, endorsement\*, or any private, political, or commercial undertaking.



## PURPOSE:

The Board of Supervisors of Amherst County, having obtained registered copyright and/or service mark protections for the County seal and logo, believes it may be appropriate and useful to allow certain organizations or persons to use the seal and or logo under certain limited situations. It is, therefore, the Board of Supervisors' intent to allow such use of the County seal or logo by parties not affiliated with County government in accordance with requirements set forth in this policy.



## COUNTY SEAL

The Amherst County, Virginia Seal was first designed in 1961 for the 200th anniversary of the founding of the United States. The seal was designed by Madison Heights architect Charles L. Vail Jr. The current version of the logo was approved by the Amherst County Board of Supervisors in 2004.

## COUNTY LOGO

The logo and branding of Amherst County were approved by the Board of Supervisors on June 20th, 2017. During the branding process, over 400 community members and leaders were engaged through interviews, focus groups, social media, and online surveys. Multiple versions of the logo, along with colors and fonts, were approved as part of the Amherst County brand.

\*The County may at times use the logo when partnering with an organization for an event or program.



# AMHERST COUNTY LOGO AND COUNTY SEAL USE APPLICATION



## APPLICANT INFORMATION

Applicant Name

Phone Number

Email Address

## USE INFORMATION

Are you applying to use the County seal or the County Logo?

How will you be using the seal or logo?

Will you need digital files of the logo/seal. If so what type of file will you need?

## RENDITIONS OF HOW THE COUNTY SEAL/LOGO WILL BE PRESENTED.

## SIGNATURES

Applicant Signature:

Date:

County Administrator  
Signature:

Date:

APPROVED

DENIED