

# Halifax County 250 Media Assets Style Guide Usage Agreement

Effective Date: January 1, 2024

## **Introduction:**

This Style Guide Usage Agreement ("Agreement") sets forth the terms and conditions for the use of Halifax County's media assets related to the Halifax County 250th Celebration ("Media Assets"). By accessing and using these Media Assets, you agree to comply with the guidelines and restrictions outlined in this Agreement.

## **1. Ownership and Rights:**

Halifax County 250<sup>th</sup> Commission retains all ownership and intellectual property rights to the Media Assets. Use of the Media Assets does not transfer any rights or ownership to you. You are granted a limited, non-exclusive, non-transferable right to use the Media Assets in accordance with this Agreement.

## **2. Permitted Use:**

You are permitted to use the Media Assets solely for promoting or reporting on the Halifax County 250th Birthday Celebration. This includes, but is not limited to, promotional items, digital and print publications, websites, social media, and broadcast media. Any other use requires prior written consent from Halifax County.

## **3. Sanctioned Events:**

Events officially sanctioned by America 250 Halifax, NC, may use the logo for promotional purposes. Prior approval from the organizing committee is required before using the logo for any event.

## **4. Sponsors:**

Authorized sponsors of America 250 Halifax, NC, may use the logo in their promotional materials. Sponsors must adhere to the approved versions and color schemes provided in the official Style Guide.

## **5. Authentic Merchandise:**

Only authentic merchandise bearing the officially approved logo may be produced and sold. Merchandise producers must obtain a license from America 250 Halifax, NC, before manufacturing and selling items with the logo.

## **6. Merchandise Usage Requirement:**

Merchandise produced and sold utilizing the official America 250 Halifax, NC, logo must ensure that each end-user receives a receipt. This receipt should clearly display the purchase location, the establishment's name, and the transaction date where the product was sold. This practice helps maintain transparency and authenticity in the distribution of commemorative items associated with America 250 Halifax, NC, ensuring a positive and accountable consumer experience.

## **7. Attribution:**

When using the Media Assets, you must provide appropriate attribution to Halifax County 250th Commission. This includes using the provided credit lines or captions where applicable. Failure to attribute may result in the revocation of usage rights.

**8. Alterations:**

You may not modify or alter the Media Assets in any way that could be misleading, offensive, or misrepresentative. Cropping or resizing for appropriate use is permitted.

**9. Prohibited Use:**

You may not use the Media Assets for any purpose that is unlawful, defamatory, obscene, harmful, or infringing on the rights of others. Use of the Media Assets in a manner that implies endorsement by Halifax County 250th Commission is strictly prohibited.

**10. Termination:**

Halifax County 250<sup>th</sup> Commission reserves the right to terminate this Agreement and your usage rights at any time for violations of these terms or misuse of the Media Assets.

**11. No Warranty:**

The Media Assets are provided "as is" without any express or implied warranties. Halifax County 250<sup>th</sup> Commission disclaims all warranties, including but not limited to the implied warranties of merchantability and fitness for a particular purpose.

**12. Indemnification:**

You agree to indemnify and hold Halifax County harmless from any claims, losses, or damages arising from or related to your use of the Media Assets.

**13. Disclaimer:**

America 250 Halifax, NC, reserves the right to revoke approval for logo usage at any time without prior notice. The organization is not liable for any damages or consequences arising from unauthorized or inappropriate logo usage. Unauthorized reproduction or distribution of merchandise may result in legal action.

**14. Governing Law:**

This Agreement shall be governed by and construed following the laws of the State of North Carolina.

**15. Entire Agreement:**

This Agreement constitutes the entire Agreement between you and Halifax County 250<sup>th</sup> Commission regarding the use of the Media Assets and supersedes all prior agreements and understandings.

Adherence to these guidelines ensures the integrity of the America 250 Halifax, NC, brand and contributes to a unified and positive celebration of the 250th anniversary in Halifax County, North Carolina.