

National Park Service



Policy for Logo Use



Introduction

The National Park Service African American Civil Rights Network Program was created by the African American Civil Rights Network Act of 2018 and the policies and procedures of the program are established under the mandates of this legislation, Public Law 115-104, “African American Civil Rights Act of 2017”.

African American Civil Rights Network Program

The Secretary of the Interior (the “Secretary”) shall establish in the National Park Service (NPS) a program to be known as the “U.S. Civil Rights Network” (the “Network”). Under the African American Civil Rights Act of 2017 (“the Act”), the Secretary shall “(1) review studies and reports to complement and not duplicate studies of the historical importance of the African American civil rights movement that may be underway or completed, such as the Civil Rights Framework Study; “(2) produce and disseminate appropriate educational materials relating to the African American civil rights movement, such as handbooks, maps, interpretive guides, or electronic information; “(3) enter into appropriate cooperative agreements and memoranda of understanding to provide technical assistance under subsection (c); and “(4)(A) create and adopt an official, uniform symbol or device for the Network; and “(B) issue regulations for the use of the symbol or device adopted under subparagraph (A).

The Network is a diverse collection of elements comprised of historic properties, facilities and programs that have a verifiable association with the African American Civil Rights Network between 1939-1968. Individuals and organizations themselves are not eligible for the Network, but rather they may nominate the properties, programs and facilities with which they work. The Act stipulates that the Network shall encompass the following elements: “(1) All units and programs of the Service that are determined by the Secretary to relate to the African American civil rights movement during the period from 1939 through 1968; (2) With the consent of the property owner, other Federal, State, local, and privately owned properties that— (A) relate to the African American civil rights movement; (B) have a verifiable connection to the African American civil rights movement; and (C) are included in, or determined by the Secretary to be eligible for inclusion in the National Register of Historic Places. (3) Other governmental and nongovernmental facilities and programs of an educational, research, or interpretive nature that are directly related to the African American civil rights movement.”

Inclusion in the Network does not guarantee that a threatened property will be protected or that preservation will occur. Nor does it guarantee that a program or facility will receive financial assistance for planning or development. However, by including an element in the Network, the NPS acknowledges its authenticity and verifiable association with the African American Civil Rights Movement. This recognition may be used by advocates to draw support for their preservation and commemorative efforts.

Description of the design and symbolism

The logo shows the silhouette of an apparently young woman, walking up a series of steps, superimposed over the American flag in the background, in full color. Below the image are the words, in blue and white text, “African American Civil Rights Network.” Below the text are 10 red stars running the length of the design. The logo is intended to symbolize several aspects of

the 20th century Civil Rights movement: first, that it was a uniquely American phenomenon, by the use of the American flag; second, that the contributions of women as well as men were particularly significant to the movement's success, a fact which is commonly overlooked in public understanding with a few exceptions; and finally, that the struggle for civil rights is a never-ending endeavor, a constant walk upwards toward full equality for all people.

Uses of the Logo

Use of the Logo must be licensed or authorized through letters of permission, with appropriate stipulations and safeguard. Any uses require prior permission in writing. Authorized uses include a variety of non-profit interpretive and promotional material appearing in print, on signage, on the internet, and on audio-visual presentations. The Logo cannot be used in association with properties, programs, or facilities not included in the African American Civil Rights Network Program. The Logo may be incorporated into commemorative plaques on buildings and properties; road, trail, and wayside exhibit signs; publications and interpretive material, such as maps, guides, or brochures; introductions to film, video, and slide presentations; and homepages of websites.

The Network Logo shall not be used in any unauthorized ways, such as commercial site advertising such as billboards, or publications, including magazines or newspapers. The program coordinators do not allow the Logo to be used in a way that implies that the program endorses particular businesses to the exclusion of competitors. Because of the sensitivity of the civil rights story, the National Park Service prohibits exploitation of the Logo. It may not be displayed on stationery, business cards, hats, bandannas, T-shirts, or other commercial products.

It is important that the uses of the Logo are consistent with the purposes and goals of the African American Civil Rights Network Program. Accounts in any such material must contain accurate, non-misleading factual information. The use of the Logo must not imply that the National Park Service endorses any political or religious viewpoints, and must not be associated with materials that are discriminatory or express offensive views.

African American Civil Rights Network Program Staff Members

Uses of the Logo by African American Civil Rights Network Program coordinators will include brochures, handouts, posters, a website and other official African American Civil Rights Network materials produced by or for program use. The Logo may be used on gifts, such as pins, buttons, bags, pens, and shirts used at gatherings and conferences, and given as awards to those who provide special support to the program.

Other National Park Service Areas and Programs

As a courtesy, and to ensure consistency in policy, the Network asks other National Park Service areas and programs not to reproduce the African American Civil Rights Network Program Logo without permission. In return, the managers accord the same courtesy with use of any other National Park Service Logo or symbols. National Park Service programs or units that become part of the Network may use the symbol according to regulations that apply equally to all members of the network.

African American Civil Rights Network Members

The National Park Service African American Civil Rights Network Program seeks appropriate and balanced uses of the Logo that bring visibility and recognition to the public. While some uses of the Logo are routine, others require considerable judgement and sensitivity. Use of the Logo must be licensed or authorized through agreements or letters of permission in writing.

Authorized uses include a variety of non-profit interpretive and promotional material appearing in print, on signage, on the internet and on audio-visual presentations. The Logo may be incorporated into commemorative plaques on buildings and properties; road, trail and wayside exhibit signs; publications and interpretive material, such as maps, guides or brochures; introductions to film, video, and slide presentations; and home pages of websites (with links to the African American Civil Rights Network website). The Logo cannot be used in association with properties, programs, or facilities not included in the African American Civil Rights Network.

Licensing Uses

Currently, no legal mechanism exists to allow licensing for commercial use or non-profit fundraising, though appropriate licensing fees and guidelines may be developed in the future. Although program managers are aware of the potential benefits of licensing, they are sensitive to the issues surrounding public perceptions regarding commercialism and the African American Civil Rights story. While it might be possible in the future for companies to sell products displaying the Logo, the program symbol will not be sold. No use in this area may be allowed to erode the meaning and symbolism associated with the Logo.

Request for Permission to Use Logo

The program coordinators want to ensure that any interpretive material and other uses of the Logo are completed in consultation with the African American Civil Rights Network Program. A letter of request must be sent to the National Coordinator, in hard copy or an emailed scanned copy, describing the intended use of the Logo. If it is to be used on printed material, photographs and text must be included. The request will be reviewed and notification of the coordinator's decision will be sent within thirty days.

Summary

This notice establishes the National Park Service symbol with the incorporating words "African American Civil Rights Network" carrying out the provisions of the African American Civil Rights Network Act.

For further information contact:
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Supplementary Information

The National Park Service has designated an official National Park Service symbol with the words “African American Civil Rights Network” fulfilling the mandate of the African American Civil Rights Network. You may obtain a copy of the image incorporating the words “African American Civil Rights Network” from the National Coordinator at the address listed above. Notice is given that whoever manufactures, sells, or possesses this symbol, embossed image, or any colorable imitation thereof, or photographs, prints or in any other manner makes or executes any engraving, photography or print or impression the likeness of this symbol, or any colorable imitation thereof, without authorization from the United States Department of the Interior is subject to the penalty provisions of section 701, Title 18 of the United States Code. Dated: October 7, 2019.