

**Florida Association of Counties, Inc.
Logo Policy**

Subject: Policy for Any Use of the Florida Association of Counties Service Marks

Objective: To define the terms and provisions for any party seeking to use the Association's Service Marks so as to protect the integrity and consistency of the Marks.

The Marks, "Florida Association of Counties," "FAC," "All About Florida," and the Design/Logo (Association Marks) are Service Marks of the Florida Association of Counties, Inc. (the Association), 100 South Monroe Street, Tallahassee, Florida 32301, and are solely owned by the Association.

Use of the Association Marks is determined under the terms and provisions of this *Policy for Any Use of the Florida Association of Counties Service Marks*. The Association Marks may not be used in any form, printed or electronic, until prior written consent is given by the Association. A party that is granted permission to use the Association Marks agrees not to claim any right, title or interest in the Association Marks. All uses of the Association Marks shall inure to the benefit of the Association, not the user of the Association Marks.

Any party that seeks written permission from the Association to use the Association Marks in any form, whether printed or electronic, must adhere to the following guidelines. The Association reserves the right to change these guidelines at its discretion.

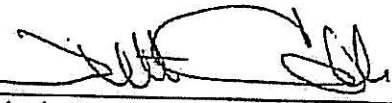
1. Prior to usage by any party, the Association must approve all intended use(s) of the Association Marks for print and/or electronic media, including but not limited to business cards, letterhead, advertisements, signage, web sites, newsletters, alerts, banners, or in any similar manner.
2. If the Association Marks are used on the internet, they must always be used as an active link to the Association's official website: www.fl-counties.com. The Association may terminate any party's internet use of the Association Marks at any time.
3. The Association Marks may be displayed in different sizes, but all elements of the Association Marks must be recognizable and changed in size proportionally. Association Marks must be produced according to the specifications in the *FAC Logo Guidelines*. A copy may be obtained by calling the Association office at (850) 922-4300.
4. The Association Marks may not be printed, embossed or displayed on products, literature, packaging or web sites that would suggest endorsement or promotion by the Association that may conflict with the Association's mission.

5. When used in advertising, whether printed or electronic, the Association Marks must not be the dominant element in the advertisement. Prior to use, an initial proof of the printed or electronic medium must be provided to the Association for review and approval:

The Association reserves the right to immediately terminate permission to use the Association Marks for any party not following these guidelines. By using the Association Marks, the user agrees to these terms and conditions. Use of the Association Marks in violation of these terms shall be considered unauthorized use and subject to appropriate legal and equitable relief.

Reservation of Authority: The Board of Directors reserves the right to modify, amend or abolish this policy by majority vote at any meeting of the Board.

As approved by the Board of Directors, this 2nd day of December, 2005.



Commissioner Welton Cadwell
President