

## **WHITE HOUSE MILLENNIUM COUNCIL LOGO AND MOTTO GUIDELINES**

### **Part I. Goals of the White House Millennium Council Logo and Mottos**

Section 1.01 The goals of the White House Millennium Council (the Council) are to lead the country in a celebration of the new millennium by initiating and recognizing national and local projects that contribute in educational, creative and productive ways to America's commemoration of this milestone. The White House Millennium Council Logo and Mottos (Logo and Mottos) were created to identify projects that support the Council's goals.

Section 1.02 These guidelines provide the criteria and procedures for becoming a Millennium Council Partner or Associate Partner and set forth the Council's rules governing the use of the Logo and Mottos.

Section 1.03 A copy of the Logo and Mottos are attached to these guidelines. *See Attachment.*

### **Part II. Entities Authorized to Use and Award Use of the Logo or Mottos**

Section 2.01 The Logo is a trademark of the Council; the Mottos are word-marks of the Council. The authority to use the Logo and Mottos is limited to:

- (a) The White House Millennium Council;
- (b) The White House; and,
- (c) Entities and projects approved by the Council to use the Logo and Mottos.

Section 2.02 The Logo and Mottos may not be used by any other individual or entity for any purpose without the written authorization of the Director of the Council.

### **Part III. Millennium Council Partnerships for Nonprofits, Agencies and Associations**

Section 3.01 Criteria for Millennium Council Partners

- (a) To qualify for consideration by the Council as a Partner, an entity must be a:
  - (i) National nonprofit organization whose primary purpose is:
    - 1) to preserve, recognize, and educate the public about historic American sites, buildings, and objects of national significance; or
    - 2) to facilitate public discussion and awareness regarding important health, environmental, educational, economic, scientific, cultural or social issues that we as a Nation will face in the

millennium.

- (ii) Federal agency; or
  - (iii) Intergovernmental agency or association (*e.g.*, U.S. Conference of Mayors, National Governors' Association).
- (b) In addition to meeting the criteria set forth §3.01(a), the Council will only enter into Partnerships with entities that:
- (i) Support positive health, social, cultural, educational, economic or environmental objectives, and;
  - (ii) Propose or associate with a project, event or site that is consistent with the mission of the Council and meets the criteria set forth in §6.01 of these Guidelines.
  - (iii) Submit to the Council all potential Associate Partners, or other significant supporters of its projects, events or sites, for review prior to approving such entities' participation.

### Section 3.02 Millennium Partner Application Process

- (a) An entity that seeks to become a Millennium Partner shall complete a Partner Application and submit it to the Council. Applications may be obtained from the Council or from its website: [www.millennium.whitehouse.gov](http://www.millennium.whitehouse.gov) or [www.2000.whitehouse.gov](http://www.2000.whitehouse.gov). Request forms may also be obtained from the Council by calling (202) 456-2000.
- (b) An entity applying to be a Partner must submit at least one project in its application that meets the criteria set forth in §6.01(b)&(c). of the Guidelines.
- (c) The Council shall review the application and determine whether the entity and the proposed millennium project meet the criteria set forth in §6.1 of the Guidelines.
- (d) The Council will consider the goal of including a diverse group of entities and projects in the Millennium Project during the Partner selection process.

## Part IV. Millennium Associate Partnerships for any Entities

### Section 4.01 Criteria for Millennium Council and Associate Partners

- (a) Millennium Partners may choose to involve other entities (*e.g.*, corporation, organization, association, nonprofit, or federal, state or local agency) as an Associate Partner to assist or collaborate on particular projects, events, or sites. To qualify for consideration by the Council as an Associate Partner of a Millennium Partner, an entity must receive a recommendation, unless an exception applies, from a Millennium Partner to be an Associate Partner in connection with a particular project, event or site.
- (b) Federal, state or local agencies that seek to assist or collaborate with a Millennium Partner on a pre-existing project, event or site do not need to obtain a recommendation from a Millennium Partner. In lieu of a recommendation, the Millennium Partner shall notify the Council of the agency's participation.

- (c) If an entity seeking a recommendation needs assistance with identifying an appropriate nonprofit, agency or intergovernmental association from which to seek a recommendation, that entity may request assistance from the Council.

#### Section 4.02 Millennium Associate Partner Application Process

- (a) An entity that seeks to become a Millennium Associate Partner must obtain and complete a request form and submit it to a Millennium Partner for a recommendation.
- (b) A list of Millennium Partners appears on the Council's website. An entity that seeks to become a Millennium Associate Partner may contact any of the Millennium Partners listed for a recommendation and should submit its request form directly to that Partner. Additional information about Millennium Partners may be obtained from the Council by calling (202) 456-2000.
- (c) The Partner shall forward an entity's request to the Council along with its endorsement of that entity to be its Associate Partner for a particular project, event or site that meets the criteria set forth in §6.01. of these guidelines.
- (d) The Council shall review Associate Partner recommendations and issue written determinations to the Partners within 20 days of receipt of such recommendations.

### **Part V. Approval and Use of the Millennium Logo and Mottos**

#### Section 5.01 Authority to Approve the Use of the Millennium Logo and Mottos

- (a) The Council has the absolute discretion to use and approve others to use the Millennium Logo and Mottos.
- (b) The authority to approve other entities to use the Millennium Logo and Mottos is limited to the Council.
- (c) The Council reserves the right, at any time, to revoke or deny approval for the use of the Millennium Logo and Mottos by any individual or entity, including individuals or entities that have been approved as Partners, and Associate Partners to use the Millennium Logo and Mottos.

#### Section 5.02 Authorized Uses of the Logo And Mottos

- (a) Apart from Section 2.2, only approved Millennium Partners and Associate Partners are authorized to use the Logo and Mottos.
- (b) Partners or Associate Partners may use the Logo and Mottos in connection with solicitations for funds for approved projects, and refer to an approved project as an:
  - (i) "Official Project of the Millennium Council;"
  - (ii) "Official Millennium Council Project;" or

- (iii) “Official Millennium Project.”
- (c) A Partner of the Millennium Council may use the Logo and Mottos to solicit funds for approved projects, and refer to itself as an:
  - (i) “Official Partner of the Millennium Council;”
  - (ii) “Official Millennium Council Partner;” or,
  - (iii) “Official Millennium Partner.”
- (d) An Associate Partner of the Millennium Council may use the Logo and Mottos to solicit funds for approved projects, and refer to itself as an:
  - (i) “Official Associate Partner of the Millennium Council;”
  - (ii) “Official Millennium Council Associate Partner;”
  - (iii) “Official Millennium Associate Partner;”
  - (iv) “Official Corporate Partner of the Millennium Council;”
  - (v) “Official Millennium Council Corporate Partner;”
  - (vi) “Official Millennium Corporate Partner;”
  - (vii) “Official Project Partner of the Millennium Council;”
  - (viii) “Official Millennium Council Project Partner;” or,
  - (ix) “Official Millennium Project Partner;”
- (e) Partners and Associate Partners may use public statements of, and factual references to, the President and the First Lady in printed or electronic media (including television, radio, and the internet) that describe or depict an approved project provided that:
  - (i) such statements or references do not contain or imply an endorsement for the sale of a product; or,
  - (ii) such statements or references do not contain or imply a solicitation of funds by the President, First Lady, or any federal officer or employee.

Examples of a factual reference to the President and First Lady that may be used are:

- “On August 15, 1997, the President announced our goal of connecting every single classroom and library in the entire United States to the Internet;” or,
- “First Lady Hillary Rodham Clinton, Honorary Chair of Save America’s Treasures, recognized earlier this month the efforts to preserve and protect Mesa Verde.”

(f) factual statements about the Millennium Program that contain the term “White House” may be used. For example:

- “On March 16, 1999, the sixth Millennium Evening, ‘Women as Citizens, Vital Voices through the Century, was held at the White House.’”

- (g) The use of any other statements by and images of the President, First Lady, or other federal officers or employees, and any image of or reference to the White House, must receive White House approval.
- (h) Partners and Associate Partners may use the Logo and Mottos on products to be given as gifts or premiums provided that the products are associated with or depict approved projects.
- (i) Partners and Associate Partners may develop products, with the Logo and Mottos, for sale to raise funds for an approved project. The following guidelines apply to use of the Logo and Mottos for this purpose:
  - (iii) The approved project should receive at least 50% of net profits from the sale of any product or revenue generated from any promotion; and
  - (iv) Products and promotions should complement the nature of the project and the mission of the White House Millennium Council.
- (j) The Logo and Mottos only may be used on or in materials (including television, radio, and the Internet) that describe or depict the approved project. Partners and Associate Partners may use the Logo and Mottos in advertising campaigns depicting, promoting or describing the support for an approved project. Such advertising may also include the promotion of an Associate Partner's product or a product described in subsections (H) or (I).
- (k) The federal government, including the White House Millennium Council, does not endorse products. Therefore, the sale, advertising or promotion of products cannot reflect, suggest or contain an endorsement by the White House Millennium Council, the White House, or any entity of the federal government. All advertising of products developed or sold pursuant to subsections (H), (I) or (J) must contain the following disclaimer:

“The White House Millennium Council does not endorse this product.”

- (l) The sale of any products developed or sold pursuant to subsections (H), (I) or (J) must comply with applicable state and federal laws.
- (m) Partners and Associate Partners must send copies of all materials and products produced with the Logo and/or Mottos.

#### Section 5.03 Use of the Millennium Logo and Mottos by Educational Institutions

- (a) Educational institutions that are partners or associate partners may use the Millennium Logo and Mottos in connection with approved projects that are designed to teach students about issues, events, or subject matters that relate to our history, current events, or future.
- (b) An educational institution that seeks to use the Logo and Mottos in connection with a project, event or site that meets the criteria in §5.03(a) must notify the Council in writing and explain the nature and objective of the project and the manner in which the Logo and Mottos will be used.
- (c) The Council will have 10 days after receipt of the request to review it and disapprove the use of

the Logo or Mottos in connection with the project.

Section 5.04 Apart from the uses set forth in Part 5 of these Guidelines, the Millennium Logo and Mottos may not be used for any other purpose or endorsement without approval from the Council.

Section 5.05 Partners, Corporate Partners and Associate Partners and other individuals or entities approved by the Council to use of the Logo and Mottos are not authorized to use them in connection with the White House, the President, or the First Lady without the written permission of the White House Counsel's Office.

## Part VI. **Millennium Council Project Criteria**

Section 6.01 To qualify as a millennium project, as part of the process for being selected as either a Partner or Associate Partner, the following criteria must be met:

- (a) The entity, including its subsidiaries and affiliates, proposing the project must support positive health, social, cultural, educational, economic or environmental objectives;
- (b) The proposed project supports the mission of the White House Millennium Council Charter; and
- (c) The proposed project meets at least one of the descriptions below:
  - (i) involves and attracts a diverse group of citizens on a national or local level and helps improve their communities through meaningful activities.
  - (ii) celebrates and preserves important and valuable American symbols or traditions of our history and culture.
  - (iii) recognizes and encourages education, innovation and discovery by highlighting achievements in the arts, humanities, scholarship, or science,
  - (iv) increases global communications and understanding of different cultures.
  - (v) inspires our nation's youth by providing them with a positive vision of our nation and their future, including through the use of new technologies and ideas.
  - (vi) educates us about important health, social, cultural, educational, economic or environmental issues that we as a nation will face in the millennium.

Section 6.02 Entities whose projects or mission are inconsistent with the criteria listed above are not eligible to use the Millennium Logo and Mottos.

## Part VII. **Modification of Guidelines**

Section 7.01 These guidelines and the accompanying applications are subject to periodic modification and updates without notice by the Council.

Section 7.02 These guidelines are effective December 8, 1999, superseding guidelines revised as of

September 14, 1999.

## **WHITE HOUSE MILLENNIUM COUNCIL LOGO AND MOTTOS**

HONOR THE PAST- IMAGINE THE FUTURE

GIFTS TO THE FUTURE

SAVE AMERICA'S TREASURES

SAVING AMERICA'S TREASURES

MILLENNIUM TRAILS

MILLENNIUM COMMUNITIES

