



abolishing injustice in the 21st century

Dear Supporter,

We are so excited that you are partnering with us to stop this injustice!

We encourage supporters of The A21 Campaign to advocate widely and express their support for the fight against human trafficking. In doing so however, we highly encourage you to visit the Terms & Conditions page on our website to ensure that you are communicating your relationship to The A21 Campaign in the best manner possible to your audience.

When planning any event with the intentions of using The A21 Campaign logo, or when obtaining electronic resources (such as brochures, promotional DVDs, etc.) where the logo or campaign name are used, it is important to remember the following:

- * The A21 Campaign logo and resources must be placed in a way that clearly expresses that the event is *supporting* A21, rather than being *hosted* by A21.
- * The A21 Campaign logo and resources are not to be used in any way that suggests or implies that The A21 campaign has authorized or approved the products, activities, and/or services of your initiative, or that The A21 Campaign is the source of any such products, activities, or services.

For more information, we invite you to visit the Terms & Conditions page on our website.



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We would love to hear about your event's outcome. Please visit the «Share My Story» section of the website to tell us about your event, upload photos, and share your experiences. We appreciate and value your support!

Yours for Justice,

The A21 Campaign

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www.TheA21Campaign.org



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Logo and Resource Terms and Conditions

Supporters of The A21 Campaign are encouraged to advocate widely and express their support for the fight against human trafficking.

Because such activities represent the identity of the International Campaign, the branding/logo may only be used as designed, produced, or as it is provided from The A21 Campaign page.

The A21 Campaign's logo and resources **may not** be changed or edited in any way. This includes any aspects of their appearance.

As long as the activities, products, and materials of the initiative are consistent with the goals, objectives, and messages of the campaign, the logo can be used for the following purposes or products after obtaining written permission:

- Information and promotional campaigns
- Awareness activities, newsletters, and journal articles
- Websites, radio, television programs, and advertisements
- Conferences and seminars
- Promotional items

The International anti-human trafficking campaign and branding may not be used to endorse commercial products or services without explicit written authorization, thus, the name, slogan, and branding/logo may not be used in any manner that suggests a direct product or services endorsement. The A21



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Campaign reserves the right to decide whether or not a product will be officially endorsed.

Likewise, the slogan and branding/logo should not be used in a manner that misrepresents the objectives of the Campaign, or undermines the corporate image or policies/activities of The A21 Campaign.

The slogan and branding/logo may not be used on any business stationery (e.g. business cards) or in any other way that might be taken to imply official representation of the Campaign by an individual or company.

The A21 Campaign reserves the right to judge whether or not use of its logo by another party is misrepresenting the objectives, image, policies, and/or activities of the Campaign, and reserves the right to insist upon removal of its logo from the third party's placement at the third party's expense. Examples of placement (e.g. fliers, posters, website) are welcomed to ensure compliance.



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Logo and Resource Agreement Form

- Name of authorized representative

- Private/Public Organization

- Name of Organization

- Nature of Organizations business

- Position in Organization



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- Contact Number

- Event Description

- Target Audience

- Expected number of guests

- Resources requested (type and amount)

- Sending Address



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By signing below, you are agreeing to the terms and conditions that are listed above, stating that you will not use the A21 Logo or resources in any way without obtaining permission first. Furthermore, that your event is a private event in support of the A21 campaign and not a direct representation of the A21 Campaign itself.

I _____ hereby agree to the terms and conditions stated in the above form. **(This form must be signed by the authorised representative of the organisation/event).**

Dated _____