

File

FEDERAL BUREAU OF INVESTIGATION

Precedence: ROUTINE

Date: 07/25/2005

To: Director's Office

Attn: Office of Public Affairs
AD Cassandra Chandler
SC Michael Kortan
UC [redacted]
[redacted]

From: Office of the General Counsel
Administrative Law Unit/ Room 7338
Contact: [redacted]

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Approved By: [redacted] *PW/C*
Wjm

Drafted By: [redacted] *SSW*

Case ID #: 188A-HQ-C1243327 (Pending) *Serial 1465*

Title: FBI NATIONAL CITIZENS' ACADEMY
ALUMNI ASSOCIATION PROPOSED LOGO

Synopsis: The Office of the General Counsel (OGC) interposes no objections to the FBI National Citizens' Academy Alumni Association's (NCAAA's) proposed logo subject to the conditions and limitations articulated below.

Enclosure: Copy of the NCAAA's proposed logo.

Details: As requested, OGC has reviewed the proposed logo for the NCAAA. The logo contains the words "FBI Citizens' Academy Alumni" at the top half of the logo in a uniform font and the words "Knowledge Commitment Integrity" at the bottom half of the logo in a smaller font. The words encircle a picture of an eagle and the American flag. OGC is of the opinion that the proposed logo does not create the appearance of endorsement by the FBI, as prohibited by Title 18, United States Code, Section 709, because the "FBI" portion of the title is not given any greater prominence than the remainder of the title.

The NCAAA may consider adding the word "National" to the title of the logo, to read "FBI National Citizens' Academy Alumni," if it wishes to distinguish itself from other FBI Citizens' Academy Alumni Associations. However, the NCAAA may also elect not to change the title of the proposed logo and could implement it as a universal logo for all local FBI Citizens' Academy Alumni Associations.

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The following conditions and limitations are required to ensure that the FBI is not placed in a position of appearing to endorse the NCAAA as part of the FBI:

1. The NCAAA may use the proposed logo on its letterhead and in correspondence, provided that the NCAAA takes effective steps to assure that its status as a private organization separate from the FBI is apparent and unambiguous. The NCAAA may not otherwise use the FBI seal, logo or insignia on its letterhead, in its correspondence, or in its title.

2. The NCAAA may not use the FBI name or initials in a manner that could mislead members of the public to assume that the NCAAA is a part of the FBI. Specifically, the NCAAA may not use its relationship to the FBI in any fundraising or lobbying efforts.

3. The NCAAA shall use a prominent disclaimer on all print and electronic media, confirming that it is not a part of the FBI.

4. If the NCAAA desires to modify the proposed logo, the new design must be submitted to OGC for prior review if the NCAAA wishes to use the FBI name or initials as part of the new design.

5. FBI approval to use the FBI name or initial in the NCAAA's title and logo is subject to withdrawal at any time in the FBI's sole discretion.

Questions regarding other desired uses for the FBI name or initials by the NCAAA should be directed to OGC, ALU.

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LEAD(s):

Set Lead 1: (Action)

DIRECTOR'S OFFICE

AT OPA, DC

Please advise the NCAAA Officers and Counsel of the conditions and limitations stated herein.

cc:

[Redacted]

Ms. Chandler

[Redacted]

Mr. Kortan

[Redacted]

ALU Tickler

ALU Library: AgA/Support to Outside Organizations/Citizens' Academies.

ALU Library: FaP/FFBI Seal-Indicia-Badges

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