

PROTOCOL FOR USE OF THE SEALS OF THE COMMONWEALTH

1. The Seals shall only be used for purposes approved by the Office of the Secretary of the Commonwealth, and under such conditions as that Office shall direct.
2. The Seals shall only be displayed or reproduced in one-color as line graphics or in full color as adopted by the Art Commission.
3. No other seal, logo, service mark, trademark or other graphic shall be displayed more prominently than the Seals of the Commonwealth in any presentation, except the Great Seal of the United States.
4. The Seals shall not be altered or have anything attached to or overlapping them, nor are they to be used as a watermark effect or have anything written or printed over them.
5. The obverse and reverse Seals shall not be displayed overlapping one another. The obverse Seal is to be displayed to the left of the reverse Seal.
6. The Seals shall not be displayed or reproduced on items that are intended for short-time use and disposal, such as paper, styrofoam or plastic cups and plates.
7. The Seals shall not be used on welcome mats, towels, handkerchiefs, napkins or other items intended for cleaning, drying or being walked upon.
8. The Seals shall not be silk screened or otherwise printed on any garment. They may be embroidered on collared shirts and other garments with approval of the Office of the Secretary of the Commonwealth.
9. The Seals shall not be used in any manner that might reasonably be considered as being for a political purpose.
10. The Seals shall not be used as part of the trademark, servicemark or logo of any business or organization.
11. The Seals shall not be used in any advertisement, promotion or campaign by any business, including as a representation for the fact that a firm does business or has a contractual relationship with the Commonwealth.
12. When a Seal is defaced or damaged, it shall be removed from public display or covered from public view until it is repaired or replaced.
13. The Seals shall not be used as a permanent or temporary tattoo.
14. The Seals shall not be used on any badge except those issued by or under the authority of an agency of the Commonwealth, its agencies or political subdivisions, and with specific approval of the Office of the Secretary of the Commonwealth.
15. The Seals shall not be used in any manner that might reasonably be interpreted so as to convey approval, endorsement or sanction of any product, cause, event or service that is not sponsored by the government of the Commonwealth of Virginia, as evidenced by the Code of Virginia, official approval by an agency of the Commonwealth's government or appropriation of funds through the Appropriations Act.
16. The Secretary of the Commonwealth reserves the right to rescind approval of the use of the Seals if they are used in a manner that the Secretary finds to be misleading, disrespectful, inappropriate or otherwise not in the best interest of the Commonwealth. In such an event, the use of the Seals shall be discontinued immediately or as soon as the Secretary deems practical and all costs associated with effectuating that decision shall be borne by the person(s) to whom the approval was granted.