

# PA Start Materials/Thematic Elements Usage Agreement

Any approved, existing media materials on the PASTOP.org web site are downloadable and free to use in Pennsylvania by any individual, school, agency, business, coalition, or other group by simply filling out the pop-up survey that lets us track usage.

Licensing and usage fees are in place for all photographs, graphics, and artwork used in these materials and are managed by our messaging partners at **BOOM Creative**. It would constitute a violation of the usage agreement and in many cases copyright infringement to alter or use any of these elements, including the trademarked messaging *“Anyone can become addicted. Anyone.”* *“Care enough not to share”*, *“Don’t add to the numbers.”* Or *“PA Start”* in any other formats without having them created by or license-managed by BOOM Creative beforehand. Anyone or any entity that does so, is acting without the consent or oversight of Commonwealth Prevention Alliance, DDAP, and BOOM Creative and therefore are not protected or indemnified against license liability.

Many of the finished materials are designed to include designated space to **add** custom contact information however, beyond this addition, materials/ads/graphics may **NOT** be altered or edited in **ANY** way without the express knowledge and written permission by the **Commonwealth Prevention Alliance** and the final designs approved and submitted for archiving and license management by **BOOM Creative**.

In the case of the materials being developed as included in this PCCD grant for the PPMC messaging campaign specifically to be used by the Epis Center and other partners, there will be \*TBD Materials created as part of the deliverables rollout and initial dissemination plan of the campaign. These can be produced, distributed and utilized only in their final approved form. Any other future or immediate need dissemination materials, items, messaging tools etc. **MUST** follow the same usage terms as outlined above and in the following more detailed breakdown:

1. All messaging items and themes that use any of the PA Stop, PA Start (et al) visual or brand elements are property of CPA but are "rights-managed" by BOOM. There are several elements in play that fall under copyright protection that it falls on BOOM to monitor, pay for, report on, and account for.

*"All graphic and thematic elements associated with the PASTop/PASStart campaign are licensed and managed by **BOOM Creative** on behalf of the **Commonwealth Prevention Alliance**. Items already created and approved for public use are on the website and may not be resized, reformatted, redesigned, or altered in any way without approval. In the case of needing custom sizing and creating anything deemed as "new work", BOOM Creative is the standards and brand manager for the project and all materials and anything designed must be created by or approved by BOOM before being produced or distributed."*

2. Any individual item that is available for download on the PASTop and that features space for you to put your logo and contact information in is fair game to download, add contact to, print it, use etc. as long as it is being used for what it is intended for and the rules of usage examples are as follows:

- You cannot download an 11x17 poster (for example) and give it to an ad company or poster company and have it blown up or reduced into a different sized item (i.e.; a billboard or digital ad). It then becomes a "new" item and is not covered by our licensing agreement.
- You cannot remove, block or obfuscate any of the wording or any item in the ads. The PASTop.org, CPA logos, actor disclaimers, PCCD grant disclaimers ALL must remain unaltered.

All aspects of the visual and textual themes: *"Anyone can become addicted. Anyone", "Care enough NOT to Share.", "Break the Connection.", "Don't add to the numbers.",* are © and ™ by *Commonwealth Prevention Alliance* in the context in which they are portrayed and used. Additionally, all portrait materials must carry the following disclaimer: *"Licensed material is being used for illustrative purposes only, and any person depicted in the licensed material is a model."*

**Commonwealth Prevention Alliance** also specifically disallows any implied endorsement or associated use of these materials to be seen as being affiliated with any private treatment facilities, products, or services unless agreed upon in writing.

If you have any questions or ideas or needs for requesting new materials, or are interested in partnering with the Commonwealth Prevention Alliance to develop a similar campaign, please contact us at [info@pastop.org](mailto:info@pastop.org) or our messaging partners at [info@boompgh.com](mailto:info@boompgh.com)