

Branding Rules: Miss America branding (crown, sash, logo, etc.) cannot be used except for specific advertising and branding rights. This includes photos and memes using the brand for anything other than official licensed organizations.

The Miss America crown icon (photo below) is based on the M and A initials. The icon may be used where a more artful or subtle approach to the branding is permitted, but can only be used as a lone symbol.

This icon should never be locked-up with the local or state logo. This is the most common mistake that happens. Make sure and check your local website and social media posts.



TERMS

Use

Competition
Candidate/Titleholder
Woman/Women (Miss program)
Titleholder/Representative
License or Licensee
Local Director
Teen Director
Crown icon
Name, then title & year, i.e.
Ex: Camille Schrier Miss America 2020

Do not use

pageant
contestant
girl/girls
queen(s)
franchise or franchisee
Local Executive Director
Teen Executive Director
pictures of crown as a logo
title & year, then name, i.e.
Ex: not Miss America 2020 Camille Schrier