

Procedure # 107: Official City Logo

Prepared by: City Secretary

Effective Date: 6/89

Revised: 5/12

Approved by City Council

City Manager's Review and Authorization:

Purpose:

To establish a uniform policy for use of the official City of The Colony logo in accordance with City Council Resolution No. 2008-041.

Policy:

The official city logo and tagline serve as a *trademark or service mark* of the city. Such marks serve to promote and identify the City of The Colony, its activities, projects, and employees in an official governmental capacity. The City of The Colony is the sole owner of such adopted logo and as such restricts its usage to city related matters. Any other usage requires formal written permission.

The City of The Colony logo shall be used as follows:

1. To identify city property including but not limited to: buildings, flags, vehicles, internet websites, signage and equipment.
2. To provide an identifier for printed materials and official city publications.
3. To denote co-sponsorship of events or projects with other non-profit organizations, including grant fund recipients, the Chamber of Commerce, school districts, or neighboring cities.
4. To display on city employee uniforms and identification cards.
5. To display on city recognition plaques, proclamations and certificates.

The use of individual city departmental logos or slogans cannot be utilized or substituted for the City of The Colony official logo without authorization of the City Manager and/or City Council as appropriate.

No other organization or individual shall use the City of The Colony logo as a permanent part of its identification.

Procedures:

Information regarding usage of the logo shall be provided on the city website.

All requests to use the City of The Colony logo shall be submitted in writing to the City Secretary's office.

The City Manager's office will review each request for use of the logo and approve or disapprove the request following the guidelines outlined above.

Responsibility and Authority:

The city logo shall be printed or reproduced in a manner consistent with color specifications as identified in the adopting resolution. Any change or alteration of the official city logo design or colors is not authorized, except by City Council resolution.

The city's logos, taglines, trademarks and service marks shall be registered with the Texas Secretary of State.

Upon granting express written consent, the City Manager (or designee) shall provide digital artwork for reproduction purposes to the applicant.

The City Secretary's office shall maintain records as to the permissions given by the City Manager or City Council.