

**CITY OF HOLLISTER**

**ADMINISTRATIVE POLICY**

**SUBJECT: Internal and External Logo Use Policy**

**POLICY NUMBER**

**Date 11/15/2023**

**Authority: City Manager**

## **Scope and Purpose**

### **1.1 Purpose and Scope**

- This Administrative Policy Instruction (API) applies to all City of Hollister (City) employees and members of the public wishing to use the City logo for official City business. All logo use shall be performed within the scope of this City logo use policy.

### **2.0 Objectives**

- The City logo exemplifies the organization's tone, aesthetics, and values. This policy provides use guidelines for the City logo and its subsidiaries. This policy aims to maintain the logo's integrity from alterations that could harm the City's brand.

### **2.1 Responsibilities**

- To meet the needs of future branding, the City may modify or change the terms of this policy from time to time without notice. Compliance with any modifications to the logo policy is the logo user's responsibility. If the logo is used regularly, please review this policy and become familiar with alterations as they are published.
- The logo is the exclusive property of the City. An official digital copy of the City logo is on file with the City Manager's Office. Any use of the logo implies acceptance of and agreement with the terms of this policy. If the user does not accept or agree to the responsibilities and requirements outlined in this policy, the user will be declined authorization of use. The user must cease using the City logo if any violation of this policy occurs. In addition, the City has the right, at its sole discretion, to decline approval of use of the City logo.

### **2.3 Authorization for Conditional Logo Use**

- Permission will be granted to use the logo under the following circumstances:
- The logo may be used on approved marketing or other publicity materials for the benefit of the City with the permission of the City Manager's Office.
- The logo may affiliate with sponsors, community events, websites, products, and services, with prior permission of the City Manager's Office.
- Vendors may not use the logo to advertise the City as clients on vendor websites and/or promotional pieces without prior permission of the City Manager's Office.

- Written materials, such as web pages, must be marked to indicate that the logo used is owned by the City or its affiliates (for example, by using a statement such as, "the City of Hollister logo is a registered trademark of the City of Hollister").
- All goodwill generated by the logo shall be to the benefit of the City.

## **2.4 Logo Use Guidelines**

- The City logo is a distinctive, designed graphic artwork. The following usage guidelines must be followed:
  - Do not modify or alter the logo.
  - Do not change the scale, skew, or rotate the logo.
  - Do not change the design of the logo.
  - Do not change or vary the colors of the logo, except that the logo may be all black or all white.
- Upon request from the City Manager's Office, you must provide samples of any materials that include the logo to determine compliance with this policy.
- Parties must make any changes to use of the logo that the City requests.
- Business partners who have agreements with the City must comply with the terms of their agreement in addition to this policy.
- If a party would like to use the City logo in a manner not covered by this policy or for further information or clarification about using the logo, please contact [COH.manager@hollister.ca.gov](mailto:COH.manager@hollister.ca.gov).

## **2.5 Unauthorized Use Guidelines**

- The logo will not be used in any way that mischaracterizes the City.
- The logo may not be used or displayed in any of the following ways:
  - In any manner that tarnishes the City of Hollister's reputation and goodwill;
  - In any manner that infringes, dilutes, depreciates the value, or impairs the rights of the City in the logo.
  - In any manner that is false or misleading.
  - In connection with any illegal activities or defamatory, obscene, or otherwise objectionable materials.
  - In any manner that violates the trademark, copyright, or any other intellectual property rights of others.
  - In any manner that violates any law, regulations, or other public policy.
  - Or as part of the name of a product or service of a company other than the City.

## **3.0 External Logo Request**

- External parties who would like to use the City logo should email the following information to the City Manager's Office at [COH.manager@hollister.ca.gov](mailto:COH.manager@hollister.ca.gov):
  - Name (First and Last)
  - Contact Information (Email, Phone Number)

- Organization Name
- Organization Details (Name, Location, Website, Email, Phone)
- Reason for Request (Event, Sponsorship, etc.)
- Detailed description of how the logo will be used.

#### **4.0 Permitted Logo Use for City Purposes**

- The City logo may be used with express authorization from a City department director or department head. If needed, staff may seek direction from the City Manager.
- The internal department may only use the likeness of the City logo for merchandise and official business, provided they are used in a clear representation of the department and the City.

#### **4.1 Authorized Internal Use**

- The City of Hollister department heads are authorized to affix the City logo to all certificates and documents as required.
- All other uses of the City logo are restricted to official City business and other appropriate uses that further the City's operations and may be authorized by the City Manager or as permitted in this City policy.
- City officials, City employees, City council members, and City boards and commissions may use stationery, printed materials, and other City documents containing the City logo while acting within the scope of their office, employment, elected or appointed position. City stationery can be requested from City staff.

#### **4.2 Unauthorized Internal Use**

- No person, including any elected officer of the City, may use the City seal or City logo in any correspondence or other printed materials distributed in favor of or against any ballot measure or favor of or against any candidate for public office.