



## City of Murrieta City Council Policy

POLICY: **USE OF CITY SEAL/LOGO**

POLICY NO.: 100-09

DATE: April 19, 2011

### ***PURPOSE***

To establish policy and procedures of regarding the use of the City of Murrieta seal and logo. The seal and logo are considered symbols of the authority and jurisdiction of the City, and as such, are valuable assets of the City and its citizens. This policy desires to insure that only appropriate uses are made of the City's seal and logo.

### ***POLICY***

- A. The City of Murrieta reserves all ownership, rights, titles, and interests in and to certain designations comprising designs, trademarks and service marks including, without limitation, the names "City of Murrieta, California," "City of Murrieta," "Murrieta, California" and "the future of southern california" or other future logotypes, seals and phrases incorporating one or more of the foregoing names and/or abbreviations, and certain logographics and/or symbols which have home to be associated with the City of Murrieta.
- B. The City logo and seal shall be used for official purposes only, or as authorized by the City Manager or designee.
- C. No persons shall use a symbol that imitates the city logo or seal or that is deceptively similar in appearance to the city logo or seal, without written authorization from the City Manager or designee.
- D. The City seal may be used on City buildings, elected official pins, business cards, letterhead, resolutions, awards and other formal places.
- E. Use of the official City logo may be used in general connection with official City of Murrieta letterhead, brochures, publications, insignias, postings, website, paintings, messaging devices, pamphlets and City of Murrieta promotional materials, such as hats, mugs, pens, shirts, etc. It will also be used on vehicles, equipment and fixtures such as signage.
- F. If used by an outside organization upon the approved, written consent of the City Manager or designee, the logo and seal must remain in entirety with no alterations. Elements may not be isolated and/or used alone or in combination with any other art. Specific sections of the seal may not be highlighted with other

colors. Resolution of the seal must be clear when enlarged or reduced for reproduction.

- I. The City may alter the logo and seal on a case-by-case basis to pertain to a specific event, promotional opportunity, or for aesthetic and/or artistic reasons.
- G. The City seal or logo shall not be used on or in connection with any advertisement or promotion for any commercial, for-sale product, or political use.
  - I. The Use of the City seal or logo on a commercial sign, marker or structure used for the promotion of the City, and not for a specific for-sale product, is an acceptable usage, upon the approved, written consent of the City Manager.
- H. Non-profit usage requires City authorization.
- I. On occasion, the City will authorize the usage of the City seal or logo for signature events or other promotional measures that benefit the community. Any such approval should be considered for the specific event, time, and use so approved. Prior approval of a use shall not constitute approval for any future or recurring use.

## ***PROCEDURES***

- A. Any organization wishing to use the official logo or seal shall make application for such use to the City Manager's Office on the application form approved or amended by the City Council, a copy of which is attached for reference.
- B. All applications should be forwarded promptly to the City Manager's Office for review. The City Manager or designee shall review such applications and determine whether the applicants should be approved or denied. An organization may make a written appeal of the City Manager's decision within fourteen (14) days of the City Manager's decision to the City Council by submitting, in writing, a written protest to the City Clerk's Office. The appeal shall be placed on the next available City Council agenda. The City Council may affirm the City Manager's decision or direct the City Manager to allow the usage of the seal or logo. The decision of the City Council shall be final.

## ***HISTORY***

Adopted April 19, 2011



RANDON K. LANE  
Mayor



**CITY OF MURRIETA  
USE OF THE CITY SEAL OR LOGO**

The City of Murrieta's branding logo and formal seal should be considered the sole property of the City, and thus should only be used upon the expressed, written consent of the City Manager or a designee under the authority granted by the City Council in accordance with Policy No. 100-09. Prior approval of a use shall not constitute approval for any future or recurring use. An organization may make a written appeal of the City Manager's decision to the City Council within fourteen (14) days of the City Manager's decision by submitting a written protest to the City Clerk's Office.

Name of Organization Requesting Use (Please Print):

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Contact of Organization:

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Address:

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City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

1. Is the organization requesting use of the city community branding logo a recognized 501(c)(3) non-profit organization?

Yes, it is a not for profit entity.  
Please attach evidence of non-profit status.

No, it is a for profit entity.

2. Please explain what event or advertising material the City seal or logo will be used for:

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3. When will your organization use the City's seal or logo?

Starting Date: \_\_\_\_\_

Ending Date: \_\_\_\_\_

4. Where will your organization use the city community branding logo?

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5. Will any promotion materials or items using the City's seal or logo be sold?

Yes

No

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Signature and Title of Representative of Organization

A completed application for use of the City seal or logo should be submitted to:

Brian Ambrose  
City of Murrieta  
24601 Jefferson Avenue  
Murrieta, CA 92562  
Fax: (951) 698-9885  
Email: [bambrose@murrieta.org](mailto:bambrose@murrieta.org)

| FOR INTERNAL USE                   | NOTES: |
|------------------------------------|--------|
| Date Received: _____ Staff: _____  |        |
| Approved: <input type="checkbox"/> |        |
| Denied: <input type="checkbox"/>   |        |
| Reasons for denial:                |        |