

POLICY/ADMINISTRATIVE PROCEDURE/ADMINISTRATIVE DIRECTIVE

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| SECTION: COMMUNICATIONS & MARKETING | REFERENCE NUMBER: |
| SUBJECT: LOGO USE | INITIAL EFFECTIVE DATE: 02/3/2022 |
| TITLE: LOGO USE POLICY | LAST REVISION DATE: 02/3/2022 |

Purpose

The purpose of these guidelines is to protect the City’s valuable property rights inherent in the City of Corinth logo and ancillary logos by governing its limited use by third-party entities professionally and consistently. These guidelines are intended to standardize the application of the City of Corinth logo and ancillary logos, hereinafter referred to collectively as “logos,” and protect City logos from misuse.

Policy

The City of Corinth logo is the official trademark of the City of Corinth. It represents the City’s distinctive brand and reputation for excellence and innovation in municipal governance and public services. Pursuant to municipal law, City logos are exclusively used for official City business such as City communications, merchandise, facilities, signage, events, and services.

The City of Corinth logo is protected under the State of Texas Trademark Registration (#803816090). The registration is valid from March 2021-2026. With permission from the Communications and Marketing Department, there are limited circumstances under which non-City, third parties may be granted permission to use the City logos on a case-by-case basis for reproduction (e.g., website, publications, print material, email, products, and signage). Any use that falls outside of these guidelines is strictly prohibited. Any assumption of use, including past usage, is strictly prohibited.

The Communications and Marketing Department reserves the right to deviate from these guidelines in certain situations, as it deems necessary. Any questions regarding usage of the City logo should be directed to Department at 3300 Corinth Parkway, Corinth, TX 76208.

Procedure

1. Eligibility

To be eligible for consideration for use of City logos, third party entities must fill out the official request use application below, submit the completed application form, and be in compliance with the evaluation criteria listed in these guidelines.

With the exception of government agencies and public institutions, inaugural or one-time programs and events primarily sponsored by third parties that are unfamiliar to the City or without a direct collaborative history with the City are ineligible to use City logos. These parameters help the City manage community expectations and protect the City’s public image by building and assessing new relationships with third party entities over time. Permission to use the City logos is a privilege and requires direct, written City approval in every case.

2. Application

Organizations or individuals requesting permission to use City logos shall submit the required application form to the Communications and Marketing Department at 3300 Corinth Parkway, Corinth TX 76208.

The submitted application shall be completed in its entirety and, at a minimum, include the following information: explanation of the proposed use of the City logos, how the City logos are proposed to appear, identification of project, and proposed scope of distribution.

3. Evaluation Criteria

The Director of Finance and Communications or their designee shall consider (as appropriate) any of the following criteria to evaluate the merits of the third-party entity's application and the City's benefits of co-branding an event or program with the third party entity:

- a) Demonstrated commitment to the City's mission, core values, City's Strategic Plan, and City's Comprehensive Plan;
- b) Impact on City core services, operations, assets, and facility resources;
- c) Financial viability;
- d) Media exposure value for key City messages;
- e) Economic impact (e.g. alternative funding sources gained for City priority programming and services);
- f) Protection of the City's best interests in the short/long term;
- g) Project timelines;
- h) Third party entity's experience, qualifications, and reputation;
- i) Communications strategy; and
- j) Other relevant criteria as determined by City staff.

4. License Agreement

Third party entities granted permission to use City logos for approved activities shall sign a separate license agreement accepting the City's terms and conditions.

Not-for-profit organizations recognized by the City, State of Texas and/or United States may be granted use of the City logos without a license fee in connection with merchandise for sale.

For-profit corporations granted permission to use the City logos in connection with merchandise for sale shall enter a license agreement and pay a license fee. The license fee is five percent of the gross sales amount of the first sale of all items bearing the City logo unless otherwise waived. The for-profit corporation shall register the City of Corinth as the point of sale for said merchandise.

5. Guidelines

The Director of Finance and Communications or their designee shall ensure the following guidelines are adhered to:

- a) Reproduction of City logos adherence with these guidelines;
- b) Submission of a pre-event copy of final artwork for approval by the City's Communications and Marketing Department;

- c) City logos do not imply endorsement or sponsorship of any kind; and
- d) Enforcement of unaccepted uses of the City logos including, but not limited to,:
 - i. Use that advocates or promotes the sale or use of tobacco, alcohol, controlled substances, firearms or weapons;
 - 1. Partnership agreements with retail, food or pharmaceutical establishments that may sell, in part, tobacco, alcohol, controlled substances, firearms or weapons (e.g., Ralph's, Target, Big 5 Sporting Goods) shall be permitted provided that the City's collaboration with such establishments may not relate to, advertise or promote the prohibited items;
 - ii. Use that promotes pornography, obscenity, indecency, or other material offensive to prevailing community standards or persons of ordinary sensibilities;
 - iii. Use that promotes adult-oriented businesses;
 - iv. Use that promotes religious messages or advocates or promotes religious beliefs;
 - v. Use to promote, or support, or in opposition to any political candidate or ballot measure;
 - vi. Use to promote or support political messages not endorsed by the City Council; and
 - vii. Use that in any way denigrates the City of Corinth, or its operation, or its officers, agents, or employees.

Improper use of City logos may result in termination of an entity's license agreement and prohibition of future use of City logos.

Request for Non-City Use of Logo

Date: _____

Requesting entity: _____

Individual contact name: _____ Phone: _____

Email: _____

Purpose for requesting use of City of Corinth logo: _

Length of time logo will be used/displayed/published/etc.: _____

Will use be recurring, and if so, how many times: _____

Will elements of the logo be used separately (i.e. using only the “column” graphic or the name “Corinth”, and if so which element(s) and in what way: _

Completed applications and/or any questions should be directed to the Communications and Marketing Department at 3300 Corinth Parkway, Corinth TX 76208.