

City of Calistoga

USE OF CITY SEAL AND LOGO POLICY

Policy Authorization

Effective Date \_\_\_\_\_

Revision Dates (1) \_\_\_\_\_ (2) \_\_\_\_\_

Authorization \_\_\_\_\_  
Richard D. Spitler, City Manager

PURPOSE:

To establish a policy and procedures regarding the use of the City of Calistoga’s official 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 ensure that only appropriate uses are made of the City’s seal and logo. (See Exhibit A)

POLICY:

- A. The City of Calistoga seal and logo are the property of the City, used for the purpose of certifying official records and to identify City programs, initiatives, partnerships and sponsorships.
- B. The City seal and logo shall be used for official purposes only, or as authorized by the City Manager or designee.
- C. No person shall use a symbol that imitates the City seal or logo, or that may be mistaken therefore, that is designed, intended or likely to confuse, deceive or mislead the public, for private or commercial purposes, or for any purpose other than for the official business of the City, without written authorization from the City Manager or designee.
- D. No person shall use the City seal or logo for purposes of supporting or opposing the nomination or election to any City or other public office of himself or herself or any other person, or for purposes of supporting or opposing any ballot measure, nor include such City seal or logo on any writing distributed for purposes of influencing the action of the electorate or any part thereof, in any election.
- E. The City seal or logo may be used on City buildings, elected official pins, City business cards, City letterhead, resolutions, awards and other formal places.
- F. Use of the official City seal or logo may be used in general connection with official City of Calistoga brochures, publications, insignias, postings, website, painting, pamphlets and City of Calistoga promotional materials. It will also be used on vehicles, equipment and fixtures such as signage.

- G. If used by an outside organization upon the approved, written consent of the City Manager or designee, the seal or logo must remain in its entirety with no alterations. Elements may not be isolated and/or used alone or in combination with any other art. Specific sections may not be highlighted with other colors. Resolution must be clear when enlarged or reduced for reproduction.
- H. All non-City usage, including 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 seal or logo shall make an 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. The City Manager or designee shall review such applications and determine whether the applicants should be approved or denied.
- C. Denials
  - a. In the case of a denial, 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. Appeals shall be made in writing and submitted to the City Clerk's office.
  - b. The appeal shall be placed on the next available City Council agenda.
  - c. 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.

## ***RESPONSIBILITY FOR ENFORCEMENT***

The City Manager or designee has responsibility for the enforcement of this policy.

### **EXHIBIT A**





# City of Calistoga

## Use of City Seal and Logo Application

The City of Calistoga’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 the Use of City Seal and Logo Policy. 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.

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

NAME OF ORGANIZATION REQUESTING USE (Please Print):

\_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

1. Is the organization requesting use of the City seal or logo a recognized 501 (c)(3) tax-exempt organization?

Yes – Please attach evidence of Tax-Exempt Status       No

2. Is the organization requesting use of the City seal or logo a Non-Profit organization?

Yes – Please attach evidence of Non-Profit Status       No

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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

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

5. Where will your organization use the City's seal or logo?

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6. 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 Calistoga City seal or logo should be submitted to:

City Clerk  
City of Calistoga  
1232 Washington Street  
Calistoga, CA 94515  
Fax: (707) 942-0732  
Email: [CityHall@ci.calistoga.ca.us](mailto:CityHall@ci.calistoga.ca.us)

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