



## City Logo Use Policy

The City of Arden Hills' logo was adopted by the City Council on January 8, 2001. The purpose of this policy is to set forth a guide to be followed by the City of Arden Hills in authorizing the use of the City logo for non-City use. A guiding principle in use of the City logo is to promote the City in a positive and supportive manner.

### I. Objective

It is the objective of this policy to recognize the importance of establishing relationships with the community by allowing the use of the City logo for various groups, businesses, and organizations. This demonstrates the City's dedication and philosophy of working together with appropriate groups for the overall good of the community.

### II. Eligibility

Any group, business, or organization requesting the use of the City logo must submit a Request for Non-City Use of Logo form to the City of Arden Hills for review and approval.

### III. Procedures

The Request for Non-City Use of Logo form shall be submitted to the Senior Communications Coordinator for review with final approval being at the discretion of the City Administrator.

The Senior Communications Coordinator shall review the Request for Non-City Use of Logo application to ensure it is complete and signed by the applicant. By signing the application, the applicant acknowledges that they will follow the criteria set forth by the City of Arden Hills and will maintain the integrity of our brand.

The applicant shall provide to the City of Arden Hills an example (photo or illustration) of the promotional item on which the logo shall be used. Requests may take up to two (2) weeks for approval depending on usage. The City reserves the right, in its sole discretion, to deny the use of its logo to any group, business, or organization for any reason.

### IV. Guidelines

The City of Arden Hills assumes no liability in respect to the applicant's use of the logo.

- a. The period of time in which the logo will be used must be specified on the application.
- b. Permission shall terminate immediately should the logo be misused as specified in this policy and determined by the City of Arden Hills.
- c. The City of Arden Hills logo shall not be used in any campaign messages or materials, whether partisan or non-partisan in nature.

- d. Unacceptable non-City uses of the logo include:
- Stationery or any paper products not licensed by the City of Arden Hills
  - Obscene, graphic, violent, or sexually suggestive uses, materials, or businesses
  - Uses that would disparage or damage the City of Arden Hills
  - Use of food items, health-related items, and items related to tobacco, alcohol, low potency/THC edibles and beverages, and cannabis products
- e. Applications that may cause confusion between City and private entities are prohibited.
- f. Use of the City of Arden Hills logo must not be for profit unless exception is made by the City of Arden Hills as set forth in this Policy.

For-Profit Organization Use:

Use of the City of Arden Hills logo in connection with events or items offered for sale by for-profit organizations may be permitted for use by that for-profit organization following application review, receipt of payment of the associated application fee as outlined in the adopted Fee Schedule, and final approval. The applicant understands final approval constitutes the following circumstances:

- The logo may be used for events, merchandise, or promotional purposes as established by the terms of the agreement permitting use of the City of Arden Hills logo for community branding.
- The City of Arden Hills will not approve unacceptable items as defined in item "d" under Guidelines of this Policy.
- The City of Arden Hills may request feedback on the success of the applicant's marketing campaign as it relates to the use of the logo.

Non-Profit Organization Use:

Use of the City of Arden Hills logo in connections with events or items offered for sale by non-profit organizations is permitted without payment of a fee for use by that non-profit organization under the following circumstances:

- The non-profit organization must be community based and a recognized non-profit organization by the State of Minnesota and must provide proof of such when submitting the application.
- Before use of the logo, the non-profit organization must demonstrate that the event and/or sale of merchandise shall be community based and open to participation in, or purchase by, all citizens of or visitors to the City of Arden Hills.