



## USE OF CITY EMBLEMS: CITY SEAL, ALL-AMERICA CITY LOGO, AND HT<sup>2</sup> LOGO

### **POLICY**

To encourage recognition of materials as being generated by the City of Santa Clara or to identify municipal programs, equipment, services, etc., it is desirable that these items prominently display the official City seal, and where appropriate, the All-America City logo and HT<sup>2</sup> (High Tech . . . Human Touch) logo. All City-generated publications should carry at a minimum the City seal. Resolution No. 6603 grants authority to the City Manager to approve the use of the City seal, and Council policy adopted January 10, 2002 gives the City Manager authority to administer the All-America City logo and HT<sup>2</sup> logo in a manner consistent with the City seal. City Manager approval is required to use these emblems, and a memo or email to the City Manager's Office should be prepared to request emblem use. Non-City groups wishing to use any of these emblems should forward a letter to the City Manager using the procedure outlined below.

The City seal, All-America City logo, and HT<sup>2</sup> logo are protected under the Federal Copyright Law, and their use by any individual or group must be approved by the City Manager. The City seal, All-America City logo, and HT<sup>2</sup> logo may not be used for business or campaign purposes. Use of these emblems characterize official approval and sanction by the City and are therefore controlled in their use. In addition, the All-America City logo must be used in accordance with National Civic League guidelines (attached).

Inserts mailed with utility bills, which must be City-related material, as well as other City publications to be distributed to the public, must be printed with the City seal (see CMDs 63 and 81). The All-America City logo and HT<sup>2</sup> logo should be used whenever appropriate to the publication.

### **PROCEDURE**

1. An individual or group requesting use of the City seal, All-America City logo, or HT<sup>2</sup> logo should be instructed to write a letter to the City Manager, providing the following information:
  - ◆ A description of how the emblem(s) are proposed to be used, and also providing a "mock-up" or drawing depicting the proposed use;
  - ◆ What period of time the emblem(s) are proposed to be used;
  - ◆ Information about the group making the request, including proof of non-profit status, if applicable.



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2. A department requesting the use of the City seal, All-America City logo, or HT<sup>2</sup> logo should prepare a memo or email to the City Manager's Office requesting the use of the emblem(s). An attachment to the memo or email should include a "mock-up" or draft of the brochure, publication or other item depicting the use of the emblem(s).
3. The City Manager approves/disapproves the request and notifies the department or individual of the decision.

**Reference:**

***City Resolution No. 6603***

***Council Approved Policy dated January 10, 2002***

***City Manager's Directive No. 128***

***National Civic League Guidelines on Use of All-America City Logo (attached)***

***Samples of Logos (attached)***



## **USE OF CITY EMBLEMS: CITY SEAL, ALL-AMERICA CITY LOGO, AND HT2 LOGO (cont.)**

### **National Civic League Guidelines on Use of All-America City Logo**

All items bearing the All-America City logo must be approved by the National Civic League (NCL) and the City Manager's Office. It must display the name of the community and the year per NCL guidelines (i.e. the entire logo must be used, not just the "shield"). Profits can be used to defray delegation expenses or to benefit local nonprofit projects.

The logo cannot be used for profit commercial ventures, such as affinity cards (Visa/Mastercards). Such commercial ventures violate the trademark and can result in the decision to seriously curtail our further use of the logo.

The City name and year must be included in all uses of the AAC logo.

Remember, the logo, with the year of designation and the trademark symbol, is registered with the federal government and may only be used by communities designated by the National Civic League. Law prohibits any other use without permission.

If you are using a commercial printer, please have them use the correct PMS colors for the logo: PMS 200 (red) and PMS 280 (blue). If you are using a 4-color printing process, a CMYK version of the logo is available.



## USE OF CITY EMBLEMS: CITY SEAL, ALL-AMERICA CITY LOGO, AND HT<sup>2</sup> LOGO (cont.)

City Seal:



All-America City Logo:



HT<sup>2</sup> Logo:



Logos may be resized as appropriate for the item on which it will be placed; however, the sizing must retain the correct proportions (e.g. the City seal must be round, not oblong; HT<sup>2</sup> logo cannot be square instead of rectangular).

Logos are located on the shared network drive in several different file formats at:  
S:\CityManager\Graphics & Logos\