

City of Troy Logo Use Policy

Purpose

To protect the City's valuable property rights inherent in the City of Troy logo and ancillary logos by governing its limited use by third party entities in a professional, consistent manner.

Policy

The City of Troy logo and ancillary logos represent the City's distinctive brand. City logos are exclusively used for official City business - for example, City communications, merchandise, facilities, signage, events and services. There are limited circumstances under which 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 the policy specifications is strictly prohibited. Any assumption of use, including past usage, is unacceptable.

Procedure

1. Eligibility

Third party entities eligible for consideration include members of the Activate Troy Partnership, community partners, not-for-profit organizations with a collaborative history with the City, government agencies, or other public institutions. 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. Determination of eligibility will be determined by the Director of Public Service and Safety. Permission to use the City logos is a privilege and requires direct, written City approval in every case.

2. Application

Organizations requesting permission to use the City logo or ancillary logos should submit the application form available from the City's website to the Director of Public Service and Safety via email to patrick.titterington@troyohio.gov or a hard copy mailed to City Hall, 100 South Market Street, Troy, OH 45373.

3. Evaluation Criteria

The Director of Public Service and Safety or his/her designee shall consider any of the following criteria to evaluate the merits of the third party entity's proposal and the City's benefits of co-branding an event or program with the third party entity:

- Demonstrated commitment to the City's mission, core values, initiatives, studies, or objectives;
- Impact on City core services, operations, assets, and facility resources;
- Financial viability;
- Media exposure value for key City messages;
- Economic impact (e.g. alternative funding sources gained for City priority programming and services);
- Protection of the City's best interests in the short/long term;
- Project timelines;
- Third party entity's experience, qualifications, and reputation;
- Communications strategy;
- Other relevant criteria as determined by the Director of Public Service and Safety or his/her designee.

4. Notice

The Director of Public Service and Safety or his/her designee shall review all applications for approval, modification or denial. A decision will generally be rendered within 3 business days or sooner, barring exceptional circumstances or a more extensive review.

6. Guidelines

The Director of Public Service and Safety or his/her designee shall ensure the following guidelines are adhered to:

- Reproduction of City logos shall adhere to the City's Logo Guidelines and the Brand Style Guide; improper use may result in termination of logo agreement and future use of City logos.
- Third party entities must submit a pre-event copy of final artwork for approval by the Director of Public Service and Safety.
- City logos do not imply endorsement or sponsorship of any kind.
- Unaccepted use of the City logos include:
 - Use that advocates or promotes the sale or use of tobacco, alcohol, controlled substances, or weapons;
 - Use that promotes pornography, obscenity, indecency, or other material offensive to prevailing community standards or persons of ordinary sensibilities;
 - Use that promotes adult-oriented businesses;
 - Use that promotes religious messages or advocates or promotes religious beliefs;

- Use to promote, or support, or in opposition to any political candidate or ballot measure;
- Use to promote or support political messages not endorsed by the City Council;
- Use that in any way denigrates the City of Troy, its operation, or its officers, agents, or employees.

Partnership agreements with establishments that may sell, in part, tobacco, alcohol, controlled substances, firearms or weapons shall be permitted provided that the City's collaboration with such establishments may not relate to, advertise or promote the prohibited items.