

CITY OF LAKEWAY
Policy and Form for Use of City Logos and Marks
Enacted April 21, 2014 & Updated Sept. 9, 2020

A. Purpose

This Policy is enacted to maintain and control ownership of any and all City Logos and Marks; protect the City's brand; and implement City policy that regulates use of City Logos.

B. Definitions

- (1) **City:** the City of Lakeway, Texas, an incorporated home rule municipality located in Travis County, Texas.
- (2) **Logo or Mark:** a word, name, symbol, image, or device, or any combination of those terms, used to identify and distinguish the person's goods or services from the goods or services of another, regardless of whether the identifying device is actually registered.
- (3) **User:** a person approved by the City to use the Logo in accordance with this Policy.

C. Permissive Use

Permission is required to use the identifying Logos of the City, which include, but are not limited to: the City-endorsed word mark with the sailboat on water, the words "Lakeway, Texas", "Lakeway Police Department", "Lakeway Parks and Recreation Department", or any variation of those names and associated marks. Upon written notification from the City, permission may be revoked for any use inconsistent with this Policy. If permission is revoked, the User must cease and desist all uses of the Logo immediately.

D. Conditions of Use

The City may release the City Logo to a User upon the following conditions:

- (1) The Logo may only be used for the purposes specified on the *Application for Logo Release* form and approved by the City.
- (2) The Logo must be taken from the City Logo sheet or electronic file provided by the City. The Logo's fonts, shapes, and aspect ratio must be preserved. It may be resized but not stretched, altered, or modified in any other way. The Logo's Pantone® Matching System ("PMS") colors, provided by the City, may be used, or the Logo may be printed in all one color as approved by the City.
- (3) The Logo must appear in its entirety and not be abbreviated, altered, or be part of any other mark.
- (4) The Logo must not be portrayed in a negative, false, or derogatory light, or used in connection with obscene, pornographic, or violent text or images.
- (5) The Logo must not be used in a manner likely to cause confusion between products and services of the City and those of another entity, or in a manner that implies the City sponsors or endorses other activities, products, or services.
- (6) The Logo must not be used in connection with any unlawful activities.
- (7) The Logo must contain the appropriate trademark symbol to acknowledge the City's ownership of the Logo. The trademark symbol will be on the file provided by the City.

E. Rights

The City's Logos will remain the sole property of the City. No User or person gains any rights or claims in the Logo(s) as a result of an approved use.

F. Application

All persons intending to use the Logo must submit an *Application for Logo Release* to the City. No Logo may be used until the City has approved the use and provided the Logo to the User.

G. City Council Approval

By resolution, the City Council grants the authority to approve any uses of the City Logo or Marks consistent with this Policy to the Lakeway Communications Director, under the direction of the City Manager.

CITY OF LAKEWAY

APPLICATION FOR LOGO RELEASE

Permission is required to use the City’s logos, which include, but are not limited to: the City-endorsed word mark with the sailboat on water, the words “Lakeway, Texas”, “Lakeway Police Department”, “Lakeway Parks and Recreation Department”, or any variation of those names and associated marks. Permission to use a logo does not grant any rights in the logo and all the City’s rights are explicitly reserved. Permission may be revoked at any time by the City.

To use the City’s logos, submit this form and the proposed design(s)/graphic(s) of the logo use to the City of Lakeway Communications Director at Lakeway City Hall, 1102 Lohmans Crossing, Lakeway, TX 78734, or by email: jarrodwise@lakeway-tx.gov. If your request is approved, the City will provide the Applicant with the appropriate City logo. Once provided, the Applicant must not redistribute the Logo in any form for others to use or copy.

Please TYPE or PRINT CLEARLY all information.

Date Form Completed: ____/____/____

Applicant: _____ **Organization (if applicable):** _____

Address: _____

City/State/Zip: _____

Phone: _____ **Email:** _____

Description of Logo Use (attach proposed design/graphic): _____

Logo Color(s) (approved PMS colors, all blue on white background, or other “all one” color combinations at the discretion of the Communications Coordinator): _____

Product will be (check all that apply):

Proceeds will be used for (check one):

- Sold to general public
- Given to general public
- Advertisement to general public
- For media use
- Other _____

- Commercial profit
- Educational programs
- Support of philanthropy/non-profits
- Social events (description): _____

Applicant Signature: _____ **Date Signed:** ____/____/____

City Use Only:

Required Documents Received: ____ Yes ____ No **City Staff Approval:** ____ Yes ____ No
Staff Comments:

DATE RECEIVED BY CITY: ____/____/____ **by:** _____