

EMBLEM USE POLICY

PURPOSE: The purpose of this policy is to establish specific parameters and guidelines regarding the appropriate use of the City of Moreno Valley's official Emblem.

POLICY: The use of the City Emblem is restricted to official uses specifically defined in this policy.

I. Appropriate Uses:

Use of the City Emblem shall be restricted to official uses, including those noted in Resolution 86-2 in addition to the following:

- A. City seals, stationery, uniforms, equipment, facilities and vehicles.
- B. City-produced signage, literature, publications, banners, and flags.
- C. Special and promotional events officially sponsored or co-sponsored by the City (i.e., citywide celebrations and other activities sponsored by City and its committees, boards and commissions).
- D. Promotional materials associated with activities and events described in item "C."
- E. Materials, uniforms and facilities associated with entities that have entered into contractual agreements/relationships with the City, in which it is important to identify the City as a sponsoring or participating partner (e.g., police).
- F. Commercial and marketing activities (including products) designed to either promote the City's image and/or generate revenues for the City (i.e., T-shirts, mugs and other promotional items). Depending on the use, a contract may be required which identifies the scale and scope of the project along with any relevant promotional fees.

II. Inappropriate Use:

The City Emblem shall not be used in association with activities, events or materials produced by private organizations (whether for profit or non-profit) that are not officially co-sponsored by the City or contractually linked with the City.

III. Responsibility and Coordination:

The Public Information Division of the City Manager's Office shall consider and process all Emblem Use requests made by community groups. Any public or staff inquiries regarding this policy shall be referred to the PIO.