



LOGO POLICY FOR NON-CITY USE

General Policy Statement

The City of Anoka's logo was adopted by the City Council on June 16, 2008. The purpose of this policy is to set forth a guide to be followed by the City of Anoka 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 its 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 Anoka for review and approval.

III. Procedures

The Request for Non-City Use of Logo form shall be submitted to the Communications Manager for review and final approval.

The Communications Manager shall review the Request for Non-City Use of Logo form to assure it is completed and signed by the applicant. By signing the Request for Non-City Use of Logo form, the applicant acknowledges that he/she will follow the criteria outlined herein and in the Identity Style Guide attached to maintain the integrity of the brand.

Upon request, the applicant shall make available to the City of Anoka, an example (photo or illustration) of the promotional item on which the logo shall be used.

Requests may take up to six (6) 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.

The Economic Development Commission will review applications upon request of the Communications Manager.

IV. **Guidelines**

The City of Anoka 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 form.
- b. Permission shall terminate immediately should the logo be misused as specified in this policy and determined by the City of Anoka.
- c. The City of Anoka logo shall not be used in political campaign messages or other materials of partisan nature in political campaigns.
- d. Unacceptable non-City uses of the logo include:
 - Stationery or any paper products not licensed by the City of Anoka
 - Obscene, graphic, violent, or sexually suggestive uses, materials, or businesses
 - Uses that would disparage or damage the City of Anoka
 - Use of food items, health-related items, tobacco, or alcoholic beverages.
- e. Applications that may cause confusion between City and private entities are prohibited.
- f. Use of the City of Anoka logo must not be for profit unless exception is made by the City of Anoka as set forth in this Policy.

For-Profit Organization Use:

Use of the City of Anoka logo in connection with events or items offered for sale by for-profit organizations may be permitted for use of the City of Anoka logo by that for-profit organization under the following circumstances:

- The logo may be used for events, merchandise, or promotional purposes as established by the terms of the license agreement permitting use of the City of Anoka logo for community branding.
- The City of Anoka will not approve unacceptable items as defined in item "e" under Guidelines of this Policy.
- The City of Anoka 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 Anoka logo in connections with events or items offered for sale by non-profit organizations may be 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.
- 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 Anoka.

V. **Grievances**

Any questions, comments, or grievances regarding the policy or response to applicant's request, should be directed to the Communications Manager, whose decision shall be final. The Economic Development Commission will review applications upon request of the Communications Manager.

Policy History

Initially Adopted: 06.16.2008

Revised: 08.18.2008

Revised: 11.03.2008

Revised: 06.26.2023



REQUEST FOR NON-CITY USE OF LOGO

Requesting Organization: _____

Individual Contact Name: _____

Phone: _____ **E-mail:** _____

Purpose of Use:

Designated Use (advertisement, merchandise, sign, etc.):

Beginning Date of Usage: _____

Ending Date of Usage: _____

I acknowledge having received and reviewed the Identity Style Guide and Policy and hereby accept all conditions with respect to the use of the City of Anoka logo specified therein. I further agree that the only use of the logo shall be as specified in this application.

Applicant Signature

Date

Approval Signature

Approval Date

*Completed applications and/or questions should be directed to
Communications Manager Pam Bowman at 763-576-2725, pbowman@ci.anoka.mn.us or
Anoka City Hall, 2015 First Avenue North, Anoka, MN 55303.*