



City Logo Use Application

601 Gloucester Street * Brunswick * Georgia * 31520-0550 * (912) 267-5500 * Fax (912) 267-5549

City of Brunswick Logo Guidelines

City of Brunswick seals, logos and other official insignia may not be used or reproduced without written consent. Requests for permission to use or reproduce the official seals, logos, and other official insignias of the City of Brunswick shall be referred to the City Clerk's Office and will involve the consideration of the City Manager.

Third Party Usage of City Seals and Logos

- A. To be eligible for consideration, a third-party entity must be recognized as a community partner and have an agreement with the City as defined by this policy.
- B. 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. These parameters help the City manage community expectations and protect the City's public image by building and assessing new relationships with third party entities over time. Permission to use the City logos is a privilege and requires direct, written City approval in every case.

Unauthorized Uses:

- A. It is unlawful for any person to make or use the city seal, the city logo, or any cut, facsimile or reproduction thereof, or make or use any design, symbol, emblem, insignia or similar device that is an imitation of the city seal or the city logo, or that may be mistaken therefor, that is designed, intended or likely to confuse, deceive or mislead the public, for private or commercial purposes, or for any purpose other than for the official business of the city, its council, officers or departments, without the express consent of the city manager or designees under the authority granted by the City Commission.
- B. No person shall use the city logo or city seal, or any facsimile thereof, for purposes of supporting or opposing the nomination or election to any city or other public office of him or herself or any other person, or for purposes of supporting or opposing any ballot measure, nor include such city logo on any writing distributed for purposes of influencing the action of the electorate, or any part thereof, in any election. This shall not be applicable to writings issued by the City of Brunswick.
- C. If it is determined an organization or individual is or has used the City Seal or Logo in violation of this policy, the City shall issue a cease-and-desist letter requiring the immediate termination of such use. In the event the use is not discontinued, the City may pursue such legal remedies as may be available to address the unauthorized usage.

Evaluation Criteria:

The City Manager or his/her designee shall consider (as appropriate) 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:

- i. Demonstrated commitment to the City’s mission, core values, City’s Strategic Business Plan, and City’s Community or Economic Development initiatives;
- ii. Impact on City core services, operations, assets, and facility resources;
- iii. Media exposure value for key City messages;
- iv. Economic impact (e.g. alternative funding sources gained for City priority programming and services);
- v. Protection of the City’s best interests in the short/long term;
- vi. Other relevant criteria as determined by the City Manager or his/her designee.

Logo Use Policy Application Agreement:

By signing this agreement, you have read and understand the City of Brunswick’s City Seal and Logo Use Policy.

(Name of individual, Organization; herein referred to as “applicant”)

(Mailing Address)

(Phone Number)

(Email Address)

Date

*Return your completed application to the City Clerk’s Office (601 Gloucester Street, Brunswick, GA)
or email it to cityclerk@cityofbrunswick-ga.gov.*

City Logo Use Schedule

Complete the following schedule to determine your eligibility. The applicant must provide draft and final copies of how the logo will be used, if approved.

1. Does your intended usage coincide with one of the six (6) *Evaluation Criteria* areas outlined on page 2? If yes, provide the criteria number and a brief description of the event:

2. Staff Sponsor:

If your intended usage is sponsored by a current employee of the City, who can confirm your usage follows our Logo Usage Policy; please provide the following:

Name: _____ Title: _____ Department: _____

3. How will the logo be used? (Check all that Apply)

Printed Materials Digital Platforms Merchandise for Sell

Free Merchandise News and Press Releases Videos

Other: _____

4. Date(s) of Usage: _____

5. Will the intended usage modify the logos' text, color, imagery, or other features? _____

(The following section is for staff usage only)

Date of Approval: _____

Date of Denial: _____

Date of Expiration: _____

Reason for denial:

Approved by: _____

Denied by: _____