

Village of Winfield

Marketing and Communications Commission

PURPOSE

To establish a policy and procedures regarding the use of the Village of Winfield's official corporate logo ("Logo"). The Logo is a graphic symbol that identifies the Village of Winfield as an organization and is often the primary means by which the public forms an image of the Village.

The Logo is also considered and perceived by the public as a symbol of the authority and jurisdiction of the Village and, as such, is a valuable asset for the Village and its citizens. This policy is intended to provide a process under which the Village Board authorizes only appropriate uses of the Logo.

POLICY

1. The Village of Winfield's Logo and Tagline are the property of the Village and are protected by law. Their use is restricted to the purpose of certifying official records and identifying Village officials, property, documents, communications, programs, initiatives, partnerships, and sponsorships.
2. The Logo and Tagline of Village of Winfield are registered trademarks. Trademark protection includes the prohibition of using the Logo or Tagline in its entirety, separately or using elements of the Logo or Tagline.
3. The Village Logo shall be used for official purposes only or as authorized by a vote of the Village Board.
4. No person shall use a symbol that imitates the Village Logo.
5. All non-Village usage requires written Village authorization.
6. If used by an outside organization upon the approved, written consent of the Village Board, the Logo must remain in its entirety with no alterations. All uses of the Logo must comply with all Village of Winfield brand guidelines. All uses of the Logo must originate from approved digital files provided by the Village of Winfield.
7. On occasion, the Village will authorize the usage of the Village Logo for signature events or other promotional measures that benefit the community. Any such approval should be considered for the event, time, and use approved by the Village in writing. Proposed usages will only be considered if the purpose supports a non-profit community or economic development effort and may not be granted for any political or for-profit purposes. Prior approval of a use shall not constitute approval for any future or recurring use.

PROHIBITED USES

1. In association with any political candidate, referenda, ballot question, political party, or related to any other partisan political purpose.
2. In association with any illegal or unlawful activities.
3. In association with any obscene, violent, or sexually suggestive purposes or materials.
4. On or in association with any food items, health items, tobacco products, or alcoholic beverages.
5. Any use that would disparage or damage the image of the Village of Winfield.
6. Other than the Village, uses shall be limited to not-for-profit organizations only.

PROCEDURES

1. Any organization wishing to use the official Logo shall make an application for such use to the Village Manager's office on the application form.
2. The Village Manager shall review such applications and bring each request forward to the Village Board for review.

RESPONSIBILITY FOR ENFORCEMENT

The Village Manager or designee has responsibility for the enforcement of this policy. Any person or organization convicted of violating this Policy shall be punished by imposition of a fine not to exceed five hundred dollars (\$500.00). See, Ordinance 2006-6-27.

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Village of Winfield Logo Use Application

***If approved, the use of the Village Logo must comply with the branding guidelines.**

Date _____

Name of Organization Requesting Use _____

Person Representing the Organization

Name _____ Phone _____ E-mail _____

Is the organization requesting the use of the Village Logo a recognized 501(c)(3) tax-exempt organization? ____ Yes ____ No If yes, please attach evidence of Tax-Exempt Status

Is the organization requesting the use of the Village Logo a Non-profit organization? ____ Yes ____ No If yes, please attach evidence of Non-Profit Status

Please explain what describe the event or purpose the Village Logo will be used for:

When will your organization use the Village Logo? _____

Where will your organization use the Village Logo? (Describe the items and usage)

Will any promotional materials or items using the Village's Logo be given away or sold?

____ Yes ____ No

Will these items be given away or sold? ____ Given Away ____ Sold ____ Both

Village of Winfield Logo Use Application

Please describe the types of materials or items.

Signature of Person Representing the Organization _____



VB/bc

Village Board Meeting

Agenda Item Report

Subject: MCC Village Logo and Tagline Use Recommendations		
Agenda Location: Committee of the Whole		Presenter: MCC
Staff/Consultant:		Meeting Date: February 2, 2023
FINANCIAL		
Account	Budgeted	Actual
Previous Village Board Action:	Village Board provided direction to the MCC to develop recommendations regarding Village Logo and Tagline use at the July 21, 2022 Committee of the Whole	
After it was discovered a local business was making use of the Village's logo for Winfield branded goods last summer without Village permission, the matter was brought to the Village Board for review and direction. Confirming the Village should control the use of the Village's mark to avoid a variety of potential misuses, the Village Board subsequently entered into short-term licensing agreements with two local businesses for logo use, Gracie's Petals and Antique & Chic Winfield. The Village Board also requested the Marketing and Communications Commission (MCC) to review the matter and make recommendations to the Village Board regarding use of the Village's logo and tagline moving forward. The MCC has reviewed the matter, and the Commission's recommendations are attached for Village Board consideration tonight. REVIEWED AT 2/2/23 COW WITH DIRECTION TO PROCEED		
Recommendation: Consider MCC recommendations on appropriate Village logo and tagline use		