



City of Port Orchard

City Clerk's Office

216 Prospect Street, Port Orchard, WA 98366

(360) 876-4407 • FAX (360) 895-9029 • cityhall@cityofportorchard.us

www.cityofportorchard.us

APPLICATION FOR USE OF WAYFINDING LOGO

(Per POMC 1.22 and Resolution No. 047-17)

The City of Port Orchard wayfinding logo is a registered official mark protected by the City of Port Orchard, Washington. The logo, including any facsimile thereof, is intended for use by authorized agents or employees of the City of Port Orchard in conducting the official business of the City. Use of the City logo is limited to City contractors working on City projects or agencies such as the Chamber of Commerce and the Kitsap Peninsula Visitor and Convention Bureau to promote City activities. The logo shall not be used for political or unauthorized commercial purposes. **Duplication and use without permission is prohibited by law.**

The City of Port Orchard logo cannot be used by third parties on any published material or resource without the prior written permission of the City. Reproduction of the City's logo must also be in line with the conditions stipulated on this application. Permission to reproduce the City's logo is conditional upon approval of the intended use and your acceptance of the City of Port Orchard's logo reproduction conditions outlined below.

Applicant Information

| | | | | | |
|---|------------|-----|--|-------|-----|
| Organization/Corporation Name | | | | | |
| Street Address | | | Mailing Address (if different from street address) | | |
| City | State | Zip | City | State | Zip |
| Phone | Alt. Phone | | Email | | |
| Type of Organization/Corporation: <input type="checkbox"/> For-Profit <input type="checkbox"/> Non-Profit <input type="checkbox"/> Government Agency <input type="checkbox"/> Other _____ | | | | | |

Logo Use

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| <p>Will the logo be used on materials or products that are available for sale to the public? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Please note that for-profit organizations/corporations granted permission to use the logo in connection with merchandise for sale shall be required to pay an annual license fee of \$100.</p> <p>Please describe how the logo will be used; how the logo will appear; and distribution of logo:</p> |
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TERMS AND CONDITIONS FOR USE OF CITY OF PORT ORCHARD'S WAYFINDING LOGO

- The logo is to be maintained as a symbol of the coordinated identification of community services, points of interest, and events.
- Permission for use of the logo may only be provided by the City Council/Mayor/City Clerk or designee.
- Use of the logo is restricted to community events in Port Orchard that are open to public participation, and merchandise sales that promote the City of Port Orchard and/or the community events.
- Any other use of the logo must be approved by the City Council/Mayor/City Clerk or designee.
- The individual/entity/organization receiving permission to use the logo shall not grant permission to any other individual/entity/organization to use the logo.
- The City of Port Orchard reserves the right to approve or deny the use of the logo by any individual/entity/organization.
- Use of the logo which could be considered to express or imply any endorsement of any political candidate is strictly prohibited.
- The logo shall not be used in connection with marketing for any entity other than the City of Port Orchard.
- The logo shall not be used in any manner which is deceptive or which would bring the logo or the City of Port Orchard into disrepute.
- The logo may not be distorted, and the colors listed below may not be changed in any way. If you have a special request, please submit it via email or in writing to the City Council/Mayor/City Clerk or designee.
 - "PORT", Pantone 2995
 - "ORCHARD", Pantone 300
 - Wave Green, Pantone 397
 - Logo Wave Aqua, Pantone 305

Trademarked Logo. The City of Port Orchard's trademarked logo is a valuable asset. Following these guidelines helps the City protect valuable trademark rights and strengthens our brand identity. By using the logo, you are acknowledging that the City is the sole owner of the trademark and promising that you will not interfere with the City's rights in the trademark, including challenging the City's use, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any City trademark. The goodwill derived from using the logo exclusively inures to the benefit of and belongs to the City. Except for the limited right to use as expressly permitted under these Terms and Conditions, no other rights of any kind are granted hereunder, by implication or otherwise.

Need for a License. Use, reproduction, copying, or redistribution of the logo is strictly prohibited without a written trademark license agreement from the City. If you do not have an existing agreement with the City, you do not have permission to use the logo. These Terms and Conditions are for those individuals/entities/organizations who have obtained permission to use the logo in promotional materials, or on products and packaging that are subject to a cross-promotional agreement with the City. The terms of an express written license agreement with the City, together with these Terms and Conditions, make up your rights and obligations regarding use of the logo.

Proper Use. The following are general guidelines for the proper use of the logo. Any use of the logo that is inconsistent with these guidelines, or other unauthorized uses of the logo that are confusingly similar to the City's trademark, may violate the City's trademark rights. Any use of the logo other than under a license agreement with the City may violate the City's rights. The City's logo or any other stylization of its trademark should never be used without the express written permission of the City.

Do Not Create Composite Marks. The logo must not appear to be part of any other mark (whether words or graphics). Do not incorporate the logo into your own product names, service names, trademarks, logos, or company names, and do not adopt marks or logos that are confusingly similar to the City Mark.

Graphic Elements. The logo should be used only as provided by the City following obtaining permission from the City to do so. The logo may only appear with the words, logotype, graphic elements, and spacing approved for use, and may not be modified.

Variations of Logo. You may not use a variation of the City's logo. Variations of the logo may confuse others as to the source of goods or services bearing the altered mark, and such uses may infringe the City's trademark rights and be actionable under relevant law. Do not join the logo to other words, symbols or numbers, either as one word or with a hyphen. Do not use a phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of the logo for any purpose. Do not portray the logo in a negative, false, disparaging or derogatory light. Always use the proper spelling.

Proper Notice and Attribution. Use the appropriate trademark symbol and trademark acknowledgment of City ownership of the City's logo.

Fair Use. Limited fair use of the logo is permissible in referring to the City, for example in a magazine article, without our permission, provided you follow standard trademark usage practice and provide proper attribution. All other uses require written permission.

Prohibited Uses. The City does not permit use of the logo in the following ways:

- as part of another trademark;
- to identify services that are not the City's;
- in a manner likely to cause confusion between products and services of the City and those of another entity;
- in a manner that inaccurately implies that the City sponsors or endorses or is otherwise affiliated with other activities, products, or services;
- in connection with goods or services which, in the City's judgment, may diminish goodwill in the logo, including, for example, uses which could be deemed to be obscene, pornographic, violent, or otherwise in poor taste; or
- in connection with any unlawful activities or to encourage unlawful activities.

City Review. The City reserves the right to review all uses of its logo by others and to conduct periodic spot checks of such use. Upon request from the City, you must provide a copy of any product, packaging, or other materials bearing the logo. You must correct any deficiencies in the use of the logo and/or the quality of the product or service used in conjunction with the logo upon reasonable notice from the City. Refusal to correct such deficiencies may result in revocation of the license to use the logo. If you are interested in obtaining permission to use the City logo, or if you have any questions regarding these guidelines, please contact the City Clerk's office.

By signing this application, I acknowledge that if the City grants me permission to use the City of Port Orchard Wayfinding Logo, such use is subject to the above listed terms and conditions.

Signature

Date

Print Name and Title

FOR CITY CLERK'S OFFICE USE ONLY

Date logo fee paid: _____ N/A

Receipt No.: _____

Reviewed By _____
City Clerk or Designee