

City of Camas Logo Guidelines

City of Camas seals, logos and other official insignia may not be used or reproduced without written permission. Requests for permission to use or reproduce the official insignia of the City of Camas shall be referred to the City Clerk's Office, and may involve consideration by various department personnel. Permission to use or reproduce official insignia of the City is granted on a case-by-case basis and involves the consideration of many relevant factors, including: the cost or benefit to the City or the department of granting the request; the unintended appearance of endorsement or authentication by the City; the potential for misuse; the effect on City security; the reputability of the use; and the extent of control by the City over the ultimate use and distribution of any product(s) or publication(s) bearing official insignia of the City.

The use of the names or initials of the City of Camas is governed by [Section 43\(a\)](#) of the Lanham Act, which prohibits their unauthorized use in a manner calculated to convey the impression that such use is approved, endorsed, or authorized by that component, unless written permission has been received from the City Clerk's Office.

Logo Use Application and Agreement

(NAME OF INDIVIDUAL, ORGANIZATION; herein referred to as the "party")

(MAILING ADDRESS)

(PHONE NUMBER)

(EMAIL ADDRESS)

Terms and conditions

The City of Camas (herein referred to as "City") hereby grants to the party identified below a non-exclusive, non-transferable license and permission to use and display the City Logo (herein referred to as the "logo") subject to the party adhering to the following terms and conditions:

1. The party to this undertaking shall use and display the logo only in the form and in accordance with the specifications shown on, and for the purpose set out on Schedule "A" to this undertaking.
2. The party to this undertaking shall at all times use his/hers/its best efforts to preserve the distinctiveness, value and validity of the logo and without restricting the generality of the foregoing, shall not, without the City's consent,
 - a) make any alteration to the logo;
 - b) use or adapt the logo as part of another graphic symbol or mark;
 - c) use the logo in proximity to or in conjunction with another graphic symbol or mark;
 - d) use the logo for any commercial purpose whatsoever; or
 - e) use the logo for any purpose other than as described on Schedule "A" to this undertaking.
3. If the City so requests, the party to this undertaking shall in his/hers/its use and display of the logo include a notice or other indication to the effect that the logo is the property of and is used by the party under authorization from the City.
4. During the term of this undertaking, the party to the undertaking shall not grant permission to any other person to use the logo.
5. The party to this undertaking shall during the term hereof make available to the City, without expense to the City, samples of any type of product or service material on or in which the logo is used or displayed.
6. It is hereby acknowledged by the party to this undertaking that the City assumes no liability in respect of the party's use of the logo and in that regard the party to this undertaking hereby agrees to save the City harmless.
7. The permission granted by this undertaking shall be for a period of one (1) year from the date hereof, or for the period of use described in Schedule "A" to this undertaking, whichever is shorter.

I hereby accept all of the conditions with respect to the use of the logo that are set out in paragraphs 1 to 7, inclusive, of this undertaking.

Dated at Clark County, WA this _____ day of _____, 20____.

(PARTY, TITLE)

(NAME, TITLE, Approving on behalf of the City)

Undertaking Use of the City of Camas Logo: Schedule A

Both the City logo and the components contained within the logo are trademarks and should not be used by third party organizations without the written permission of the City Clerk’s Office.

Please check the applicable answer to the following questions, providing details where indicated

1. Criteria for supplying logo.

The City will only provide its logo in the event you meet one of the following criteria. Check the option(s) that applies.

- You are a department, division, board, commission, task force or committee of the City.
- Your organization/ program/ event currently receives monetary support from the City.
- Your organization/ program/ event currently receives in kind support from the City.

Unfortunately, if you do not qualify within one of these categories, we are unable to grant you permission to use the logo or any of the logo’s individual components (fonts, mountain icon, etc.).

2. City of Camas Staff Sponsor.

The staff sponsor is a person, currently employed by the City, that can confirm you fall within the criteria outlined in section one.

Name: _____ Job Title: _____ Department: _____

3. This application for permission to use the City’s logo is with respect to:

- Print marketing/promotional material and/or informational or educational literature.

Please briefly describe the purpose of your communication and the form it will take. For example, advertising in a newspaper, magazine, newsletter; event invitation or program; brochure or leaflet; poster; direct mail piece, etc.

- Electronic publication, for example, a Web site, on-line newsletter or video. Please briefly describe.

- Other, for example, clothing, pennants, coffee mugs, balloons, etc. Please briefly describe.

4. The date/expected period of use of the logo is: _____

5. The intended reproduction of the logo is in: _____

- Color (logo color details here; pantone, etc.)
- Black only
- White only (reversed in a dark background color)

6. The City is connected with this program, event, activity:

- as a primary sponsor/participant
- Other: _____

7. A mock-up/sample layout of the intended logo application is attached.

- Yes
- No