

	<i>Administrative Regulation</i>	
	Policy #:	14.02
	Effective:	08/07/2018
	Revised:	01/12/2026
	Owner:	City Manager's Office

OFFICIAL USE OF CITY LOGO

Note: Terms that are ***bolded and italicized*** the first time they appear in this regulation are defined below. After the first occurrence, defined terms appear in *italics only*.

PURPOSE:

This regulation outlines the acceptable and prohibited uses of the ***City official logo*** and ***alternate official script logo***.

SCOPE:

This regulation applies to all City departments and employees when communicating *official City* information to any audience.

POLICY:

It is the policy of the City to provide consistent messaging and branding in ***official City communications***, including print materials, web content, videos, and other media used to provide information and raise awareness.

The City's official logo should be used on all materials or media produced on behalf of the City unless otherwise approved by the City Manager's Office (CMO). The City's *alternate official script logo* may be used only for informal documents and if used, must be used in conjunction with the *official logo*. Staff must obtain approval from the CMO before using the alternate script *logo*.

PROCEDURE:

1. Official City Logo Use Guidelines

- a. City departments and all City staff may only use the *logo* colors identified in the City Logo Guidelines.
- b. The *logo* shall always be surrounded by a "clear space" equal to the height of the word "Springfield". The clear space requirement applies to all versions of the *logo*.
- c. Do not use the *logo* on busy or visually cluttered backgrounds.
- d. When the *logo* is used on a color background, sufficient contrast must be maintained between the background and the *logo* color to ensure readability.
- e. The City *logo* may not be altered, distorted, recolored, cropped, or modified in any way.

2. Logos for Use by Third Parties

- a. Any ***third party*** seeking to use the City *logo* must comply with this administrative regulation.

- b. The use of *official City logo* by third parties is limited to activities the City is sponsoring, donating to, partnering with, or those conducting on behalf of the City. Staff with questions regarding third-party use of the *City logo* may contact publicaffairs@springfield-or.gov.
- c. Media outlets must comply with this administrative regulation and may use the *City logo* after notifying CMO.
- d. The City reserves the right to remove its *logo* from third-party event, effort, initiative, or activity if the City determines it does not reflect City values.
- e. Any third-party event, effort, initiative or activity containing abusive or vulgar language, sexually explicit subject matter, hate speech, or derogatory terms or content is prohibited from using the *Official City logo*.
- f. To be approved for use of the *official City logo*, a third-party event, effort, initiative, or other activity must not contain defamatory, discriminatory, or derogatory content related to a person's age, education, ethnicity, race, family status, gender, national origin, class, physical ability, religion, sexual orientation, or other protected characteristics.

DEFINITIONS:

Alternate Official Script Logo:

An approved secondary logo intended for limited informal use and subject to prior approval by the City Manager's Office.

Logo:

A graphic mark or symbol used to aid and promote recognition. The official City logo is identified in the City Logo Guidelines

Official City Communication:

Any material, publication, or media distributed on behalf of the City to convey information, services, or messaging to the public or other audiences.

Official City Logo:

The primary logo formally adopted by the City of Springfield and maintained in the City Logo Guidelines.

Third Party:

Any individual, organization, business, or entity not employed by or acting as an agent of the City.

RESOURCES: