

	POLICY 125	
	Administration Department	Effective: 10/28/2019
Town of Wendell Logo Use Policy Version 1.1		Supersedes: New
		Prepared By: Stephanie Smith, Assistant to the Town Manager
		Approved By: Marc Collins, Town Manager

I. Purpose

The Town of Wendell logo is the official trademark of the Town of Wendell. It is registered to the Town of Wendell pursuant to the North Carolina Trademark Registration Act (N.C.G.S. Chapter 80) and should not be used without the express permission of the Town of Wendell. Any infringement or unauthorized use could subject the user to civil and criminal liability. To apply for permission to use the Town of Wendell's logo, please contact the Town Clerk at mhoward@townofwendell.com.

II. Scope

This policy applies to all officers, agents and employees of the Town of Wendell, as well as members of the public.

III. Logo Guidelines

Primary Logo Mark

This is the primary logo mark for the Town of Wendell. This is the preferred mark and should be used on all Town of Wendell branded materials except for official documents (see section 4). If the full logo mark cannot be used, the secondary mark should be used. Use the version of the logo that is the most readable and clear.



Secondary Logo Mark

This is the secondary logo mark. This mark should only be used when the primary logo mark cannot be used. The Wendell logo should be used on general Wendell materials or on materials for multiple departments.



Clear Space

To maximize its visual presence and avoid any confusion, the logo requires a surrounding clear space free of any graphic elements and text.

For the full logo mark, the minimum clear space is equal to the height of the letters “endell” in the word Wendell.

For the mark only version of the logo the minimum clear space is equal to half the width of the mark.

Size

The logo should always be clearly legible.

Incorrect Usages

Incorrect use of the logo compromises its integrity and effectiveness. Never modify the logo in any way or attempt to recreate it.

IV. Brand Colors

Any logo use must use the Brand Colors (outlined below), black or white. Color alterations to the logo are not permitted.

Blue: #204566
Green: #76a72f

V. Application Process for Use of Logo

By using the guidelines above, all Town Employees are permitted to use the Town Logo on Town property, or on materials promoting or representing the Town (letterhead, flyers, business cards, etc.).

Members of the Board of Commissioners and Citizen Advisory Board Members are permitted to use the logo when supporting Town-related initiatives or programs, under the guidance of a Town of Wendell Employee.

Anyone outside of Town staff must request permission from the Town Clerk by emailing mhoward@townofwendell.com with a description of the intended use of the logo. Town staff will review all requests and reply via email with an approval or denial letter. Requests will be approved if they are in keeping with the integrity of the Town of Wendell's mission, goals, and are for the benefit of the community as a whole.

If approval is received, the following rules must be followed:

- Logo may not be used in any confusing way.
 - No Logo may be used in any way that suggests that the Town of Wendell is affiliated with, sponsors, approves or endorses an organization, website, products or services, unless such a relationship exists, or without written permission by the Town of Wendell.
 - The Logo may not be used in any way that mischaracterizes any relationship with the Town of Wendell.
- Logos must be used in accordance with the Guidelines outlined in Section 3.
- The logo should not be used in political campaign messages or other materials of a partisan nature in political campaigns.
- Unacceptable uses of the Town of Wendell Logo:
 - Stationery or any paper products not licensed by the Town of Wendell.
 - Obscene, graphic, violent, illegal activity uses, materials, or businesses.
 - Uses that would disparage or damage the image of the Town of Wendell.
 - Use on food items, health-related items, or alcoholic beverages.