



## Administrative Policy

<b>Title: CITY LOGO USAGE FOR YOUTH SPORTS ORGANIZATIONS POLICY</b>					
Administered By:					
Policy No.	Issue Date	Revision Date	Dept. Head Approved	City Manager Approved	Mayor Approved

### ARTICLE I - PURPOSE

#### **Section 1.1 General Purpose**

This Policy provides guidelines for the use of the City of Corona’s official logo by Corona-based sports teams in an effort to:

- Enhance community pride and foster a “Sense of Place” as outlined in the City’s Strategic Plan.
- Support youth sports organizations in aligning with the City’s identity.
- Ensure logo usage is consistent with the City’s branding standards.

#### **Section 1.2 Superseded Policies**

**None.**

### ARTICLE II - DEFINITIONS AND SCOPE

#### **Section 2.1 Definitions**

- A. Logo: “Logo” shall mean the logo of the City of Corona as adopted by the Mayor and City Council on November 17, 2023.
- B. Youth Sports: “Youth Sports” shall mean organized athletic activities for youth ages 3 to 18.

C. Corona-Based Sports Teams: “Corona-Based Sports Teams” means youth sports organizations whose participants are, at a minimum, 65% Corona residents.

### **Section 2.2 General Scope**

This policy applies to youth sports organizations seeking to use the City’s logo on team uniforms and associated apparel, for use in their sports activities.

### **Section 2.3 Exemptions from Scope**

None.

## **ARTICLE III – USES OF LOGO**

### **Section 3.1 Approved Uses**

- A. The City logo may be used for Youth Team Uniforms & Apparel following City approval. This includes display on jerseys, hats, warm-up gear, and other official sportswear. Team merchandise and apparel with the City logo may **not** be sold for profit.
- B. The logo may only be used after obtaining written approval from the City’s Manager’s Office or the designated department responsible for logo usage approval.
- C. The logo must appear in appropriate contexts that align with the City’s community values

### **Section 3.2 Distribution and Vendor Authorization**

The City will not provide digital logo files to organizations; Organizations must order official logo patches from an authorized vendor designated by the City to ensure compliance with established quality and design standards.

### **Section 3.3 Prohibited Uses**

The following uses are prohibited:

- A. Personal or commercial purposes without prior written permission from the City.

- B. Endorsements of campaigns, candidates, or use for politically related activities  
Materials that are misleading, defamatory, inappropriate, or conflict with the City's values.
- C. Any alteration or modification of the logo, including changes to color, proportions, spelling, or design.
- D. Association with for-profit merchandise or promotional items without prior written permission from the City.
- E. Use for purposes other than promoting youth sports activities as outlined in this policy.

## **ARTICLE IV – LOGO GUIDELINES AND USAGE**

### **Section 4.1 Request Process**

- A. Youth Sports Organizations must submit a written request to the City Manager's Office, including details on intended use, target audience, placement, and sample designs.
  - a. Applications will be reviewed case-by-case to ensure compliance with policy standards.
- B. The request must include details of the proposed use, including:
  - a. Intended use (e.g., uniform application).
  - b. Placement and context for the logo usage.
  - c. Sample mock-ups or design proposals, if available.
- C. Allow at least 14 business days for the city to review and approve the revisions.
- D. The City Manager's Office will issue written approval or feedback.
- E. Upon approval of the logo usage request, teams will be provided with written authorization and directed to an authorized vendor to order the approved patches.
- F. Once approved, logo usage rights will remain valid for five years, after which a renewal application will be required.
- G. The City reserves the right to revoke usage rights at any time if the terms of this policy are violated or if the association is deemed detrimental to the City.

## **ARTICLE V – ENFORCEMENT AND COMPLIANCE**

### **Section 5.1 Enforcement and Termination of Use**

Unauthorized use of the City logo may result in:

- A. A cease-and-desist order.

- B. Revocation of any privileges granted to the youth sports group to use the City's logo, and
- C. Legal action, if warranted, for failure to abide by a written request to cease and desist.

## **ARTICLE VI – IMPLEMENTATION**

### **Section 6.1 – Periodic Review**

- This policy will be reviewed periodically by the City Manager's Office to ensure continued alignment and compliance with City priorities and design standards.
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