



City Logo Usage Policy for Youth Sports

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The Ask

That the City Council
provide feedback
and direction on a
logo usage policy for
youth sports.



Background



01

History

- New logo and seal were adopted on Nov. 17, 2023
- Logo: Symbolizes the City's unique blend of culture and heritage; incorporates the Downtown Circle, citrus heritage, and Hispanic cultural contributions.
- Nov. 14, 2024: Council Member Daddario ask Council to consider policy.

02

Municipal Code

- Per CMC Section 1.04.170, logo use requires City Council approval.

03

Current Uses

- The City currently issues permits to local sports organizations to use city fields.
 - Some of which (both indoor and outdoor) currently use some iterations of the logo.

Other City Logo Policies

Norco

PROCEDURE

- Each use of a City of Norco trademark requires approval.
- The Trademark and Licensing Program is overseen by the City Manager's Office.

ALTERATIONS

- [Logo] may not be altered in any way, including color, proportions, spelling, punctuation, etc.

ENDORSEMENTS

- Trademarks may not be used in any manner that suggests or implies the City's endorsement of other political parties or views, or religious organizations or beliefs.

Hemet

PROCEDURE

- Any organization wishing to use the official seal or logo shall make an application for such use to the City Manager's Office.

ALTERATIONS

- If used by an outside organization upon the approved, written consent of the City Manager or designee, the seal or logo must remain in its entirety with no alterations.

ENDORSEMENTS

- No person shall use the City seal or logo for purposes of supporting or opposing the nomination or election to any City or other public office.

Murrieta

PROCEDURE

- Any organization wishing to use the official logo or seal shall make application for such use to the City Manager's Office.

ALTERATIONS

- Logo and seal must remain in entirety with no alterations.

ENDORSEMENTS

- The City Logo shall not be used or in connection with any advertisement or promotion for any commercial, for-sale product, or political use.

Policies from neighboring cities such as Norco, Hemet, and Murrieta were reviewed to identify best practices and align with regional standards for municipal logo usage.



Why This Policy?

- Provide clear branding guidelines to support youth sports organizations in aligning with the City's identity.
- Ensure consistent and appropriate use of the City logo.
- Aligns with Strategic Plan Goal #5: "Sense of Place."



Key Outcomes:

- Support local youth sports teams by fostering community pride and engagement.
- Protect the City's brand identity by maintaining visual and messaging standards.
- Avoid potential risks associated with improper or unauthorized logo usage.

Policy Overview

Permitted Uses:

- **Youth Team Uniforms:** Display the logo on jerseys and other apparel.
- **Team Merchandise:** Logo may be placed on team merchandise like hats and water bottles.
 - Team merchandise may not be sold for profit.

Prohibited Uses:

- **Political Activities:** No endorsements of campaigns, candidates, or use for political related activities.
- **Commercial Ventures:** Logo cannot be used for profit-making activities.
- **League Publicity:** Cannot include the logo on league communications, press releases, and letterheads.
- **Misrepresentation:** No alterations, misuse, or association with content conflicting with City values.

Recommended Logo Usage Guidelines

Design Standards:

- All logos will be produced as patches through an approved vendor to ensure consistency and brand integrity across youth sports teams.
- The City logo must remain intact, with no alterations.
- Minimum size requirements for legibility in all formats will apply.

Approval Process:

- **Submit Written Request:** Send to the City Manager's Office.
- **Review Timeline:** Allow at least 14 business days for review and approval.
- **Approval Duration:** Approvals are valid for 5 years, after which teams must submit a renewal request.

Enforcement:

- Unauthorized use may result in cease-and-desist orders.
- Repeated violations could lead to revocation of privileges and potential legal action.

Key Clarifications

Policy Scope

- This policy applies only to the City Logo (not the City Seal).
 - The City Seal is **NOT** included in this policy or permitted for use.
- This policy applies to traditional youth sports including:
 - Football, Basketball, Soccer, Softball, Baseball, Volleyball and Cheer.
- Other sports are subject to administrative review.

Definition of Youth

- This policy applies to youth sports teams defined as ages **3-18**.
- Ensures consistency across city-run programs and independent leagues.

Approved Logo Variations

- There are three official versions of the City Logo.
- Organizations may use **either** of the two approved versions along with **any** of the three colors.
 - White, Opportunity Yellow, and Forest Green.



Next Steps

01

Council Approval

- Seek Council direction to proceed with finalizing the policy.
- Ensure alignment with Council goals and City priorities.

02

Finalize & Adopt

- Present the finalized policy to City Council for review and approval.
- Upon adoption, actively inform youth sports organizations about the new policy and how to request logo use.

03

Implementation

- Policy will take effect immediately upon Council adoption.
- Staff will oversee compliance and provide guidance to organizations as needed.
- CMO will periodically review the policy's effectiveness and address any necessary adjustments.

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Questions?



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