



STAFF REPORT

DATE: 04/16/2025
TO: Honorable Mayor and City Council Members
FROM: City Manager's Office

2025-166

REQUEST FOR CITY COUNCIL ACTION

SUBJECT:

UPDATED CITY LOGO USAGE FOR YOUTH SPORTS ORGANIZATIONS POLICY

EXECUTIVE SUMMARY:

On November 14, 2024, Council Member Daddario submitted a Future Agenda Request for the City Council to consider creating a City Logo Usage Policy for nonprofit youth sports organizations. On January 15, 2025, Council directed staff to research and draft a policy. This policy will provide clear guidelines for appropriately using the City of Corona's logo by local nonprofit youth sports organizations, thereby protecting the City's brand identity and ensuring consistent presentation across organizations. Once approved, organizations will be provided with a list of approved vendors who will produce official merchandise with the City's logo, ensuring consistency with the city's brand and among nonprofit youth sports organizations. The goal is to establish guidelines for the City of Corona's logo to maintain its integrity, ensure consistency, protect its brand identity, and support nonprofit youth sports organizations.

RECOMMENDED ACTION:

That the City Council approves the logo usage policy and application for nonprofit youth sports and ensures alignment with Council goals and City priorities.

BACKGROUND & HISTORY:

On November 14, 2024, Council Member Daddario submitted a Future Agenda Request for the City Council to consider creating a City Logo Usage Policy for youth sports organizations. On January 15, 2025, the Council directed staff to research and draft a policy. The proposal aligns with the City's Strategic Plan Goal #5: "Sense of Place" by promoting community pride while protecting the City's brand. The Corona Municipal Code (CMC) Section 1.04.170 prohibits the unauthorized use of the City seal or logo without express consent from the City Council. This proposal seeks to formalize a process for granting permission to local nonprofit youth organizations while ensuring appropriate usage and adherence to design standards.

On March 19, 2025, the first draft of the City Logo Usage Policy was presented to the City Council. As part of their feedback, the Council requested two key revisions: the inclusion of a black version of the logo and a change to the logo distribution process. Rather than distributing physical logo patches to each organization, the City will instead provide a digital logo file to an approved list of vendors. As outlined in the policy, nonprofit youth sports organizations will be permitted to use the City logo in approved colors only—Opportunity Yellow, Forest Green, White, and Black—and within specified size and design parameters to preserve the integrity of the City's brand.

ANALYSIS:

The Youth Sports City Logo Usage Policy aims to balance support for local nonprofit youth sports organizations with the need to protect and maintain the City's brand identity. Youth sports are organized athletic activities for individuals between 3 and 18, typically structured through leagues, clubs, or school-based programs. Traditional team sports include soccer, baseball, softball, basketball, football, and volleyball.

To maintain consistency and protect the integrity of the City's brand, digital logo files will not be distributed directly to organizations. All logo-related requests will be managed through approved vendors. Once an application is submitted and approved, organizations will receive a list of authorized vendors to use for producing team merchandise featuring the City's logo. Approved vendors include:

- Corona Print Shop
- Sunset Graphics
- The Color Imprint
- EmbroidMe Corona
- Atlas Print & Design
- Same Day T-Shirt Printing
- Effects Logo Pros LLC

The use of any other vendor is subject to administrative approval.

This process ensures that the City's logos meet established quality and design standards, maintaining consistency across all nonprofit youth sports organizations. This policy will establish clear guidelines for logo use, ensuring consistent application and preventing

misuse. Prohibited uses include the logo's association with political activities, such as endorsement of campaigns or candidates, and its use in commercial ventures for profit-making activities without explicit approval. Misrepresentation, such as unauthorized alterations or associations with content conflicting with City values, is also prohibited. Permitted uses of the logo focus on youth sports and include display on team uniforms and accessorizing apparel such as team hats and jackets.

The policy and logo usage are not applicable to promotional materials for events, and league publicity, such as websites or newsletters, to highlight the City's support. Requests for logo use must be submitted in writing to the City Manager's Office, detailing the intended use, audience, and placement. Enforcement measures will include cease-and-desist orders, revocation of privileges, and potential legal action for unauthorized use.

FINANCIAL IMPACT:

There is no financial impact associated with this recommended action.

ENVIRONMENTAL ANALYSIS:

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt if it can be seen with certainty that there is no possibility the activity in question may have a significant effect on the environment. Adopting a Youth Sports City Logo Usage Policy is an administrative action and does not involve physical changes to the environment or approval of any project that could impact environmental resources. Therefore, this policy is not subject to CEQA, and no further environmental analysis is required.

PREPARED BY: TALA QASQAS, CITY MANAGEMENT FELLOW

REVIEWED BY: AMINAH MEARS, DPA, ASSISTANT TO THE CITY MANAGER
JUSTIN TUCKER, ASSISTANT CITY MANAGER

ATTACHMENTS:

1. Exhibit 1- Future Agenda Item Request
2. Exhibit 2 – Updated City Logo Usage For Youth Sports Organizations Policy
3. Exhibit 3 – Application: City Logo Usage For Youth Sports Organizations