



Administrative Policy

Title: CITY LOGO USAGE FOR YOUTH SPORTS ORGANIZATIONS POLICY

Administered By:					
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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 nonprofit 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Section 1.2 Superseded Policies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 organization participants consisting of a minimum of 65%.

Section 2.2 General Scope

This policy applies to nonprofit youth sports organizations seeking to use the City’s logo for promotional and operational purposes related to their sports activities. Eligibility under this policy requires that a minimum of 65% of the youth sports organization participants be residents of Corona.

Section 2.3 Exemptions from Scope

None.

ARTICLE III – USES OF LOGO

Section 3.1 Approved Uses

- A. Following city approval, The city logo may be used on team uniforms and apparel. 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 Digital File Authorization

- A. The City will provide approved vendors with the official digital file of the City’s logo. Approved nonprofit youth sports organizations may choose any vendor from the City’s approved vendor list to print or apply the logo to their uniforms or team wear. Organizations must work directly with their chosen vendor for these services.
- B. The City’s logo must be used exactly as provided, following the official branding and design guidelines. No alterations, modifications, or unauthorized versions are allowed.

Section 3.3 Prohibited Uses

The following uses are prohibited:

- A. Personal or commercial purposes without explicit 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 consent.
- 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. Nonprofit 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, such as:
 - 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 review and approval by the City. The City Manager's Office will issue written approval or feedback for revisions in coordination with the Communications Department.
- D. Upon approval of the logo usage request, teams will be directed to an authorized vendor to order team merchandise.

- E. Once approved, logo usage rights will remain valid for five years, after which a renewal application will be required.
- F. 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.
- A.

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 in extreme cases, legal action will be taken.

Section 5.2 Acknowledgment

By using the City of Corona logo, youth sports organizations agree to comply with all of this policy's terms and conditions.

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.
