

**SUBJECT: Use of City of Madison Logo**

Purpose: The City of Madison's official logo, as set forth below, is a symbol of authority and jurisdiction of the City. As such, it is a valuable asset of the City and its citizens. To guarantee only appropriate uses are made of the City's official logo the following APM is promulgated.

Definition: "City logo" or "logo" means that logo recorded July 2, 2014 with the Wisconsin Department of Financial Institutions, as illustrated below:



Official Use: The official City logo is a trademarked property of the City. Use of the City logo shall be for official purposes only or as authorized by the Mayor's Office. The following are pre-approved official uses:

1. Use of the logo on any official City of Madison document, including but not limited to, stationery, letterhead, report and report covers, envelopes, memorandums, faxes, employee and elected officials' business cards, official website(s), building signage, name tags and name plates.
2. Use of the logo by the Greater Madison Chamber of Commerce, for their marketing materials, on their website, and in their printed materials for marketing efforts to businesses, attractions and development.
3. Use of the logo by an entity approved by the Mayor's Office for apparel purchased by City employees and elected officials, provided those purchases are transacted while the employees and elected officials are still serving the City in their official capacities.
4. Reproduction of the City logo for illustrative purposes by the news media if the reproduction in the news media is incidental to the publication or broadcast. Nothing in this APM is intended to prohibit a characterization of the City logo from being used in political cartoons.

Permissible Uses with Approval: Any request for use of the City logo shall be submitted in writing to the Mayor's Office (or designee) at least four (4) weeks in advance of the date needed. The Mayor (or designee), in consultation with the City Attorney's Office (or designee), shall decide whether to approve the requested use. The Mayor's Office (or designee) will send a written response to the requestor within five (5) business days of the decision by the Mayor. The following uses of the logo require approval from the Mayor's Office:

1. Specific events benefitting the City of Madison.
2. Specific events in which the City of Madison is either a sponsor of the event or the event host.
3. Museums, libraries, historical organizations and other similar kinds of organizations that provide cultural resources to City of Madison residents and visitors to the City.
4. Private foundations and entities that are primarily dedicated to supporting a program or initiative advanced and/or operated by the City.

Prohibited Uses:

1. The City logo shall not be used in connection with any election issue, electioneering, or campaign related to any election issue.
2. The City logo shall not be used in connection with any advertisement or promotion for any product, service, business, organization or event without prior approval from the Mayor's Office.
3. With the exception of the official uses listed above, the City logo may not be placed or used on a product or article (including articles of clothing) if that product or article will be sold to the public or end user of the product or article. With prior approval from the Mayor's Office, and with the express assurance from the requestor that the product or article will be offered without charge to the public or the end user of the product or article, the City logo may appear on that product or article of clothing.
4. Any symbol that imitates the City logo or that is deceptively similar in appearance to the City logo.
5. Any improper or unapproved use of the logo not specifically described in the City of Madison Logo Style Guidelines, <http://www.cityofmadison.com/employeenet/resources/logo/>.

Reservation of Rights: The City of Madison reserves the right to deny a requested use of the City logo to any business, organization or entity if the City determines the business, organization or entity does not meet the criteria set forth in this APM. This APM may be revised at any time, without prior notice, when a revision of this APM is deemed by the Mayor's Office and/or the City Attorney's Office to be in the best interests of the City of Madison.

Penalty for Violation: Any person, organization or entity who willfully violates this APM shall be subject to any and all remedies available to the City under the law, including a suit for damages or injunctive relief.

A handwritten signature in black ink, appearing to read "Paul R. Soglin". The signature is fluid and cursive, with a large initial "P" and a long, sweeping underline.

Paul R. Soglin  
Mayor

APM No. 3-18  
December 5, 2014