



Guidelines for Approving Non-City Uses of the Monroe Logo

1. Request is used in a manner consistent with the brand guidelines.
2. Request is relevant or connected to the place or City of Monroe.
3. Request is used for purposes consistent with the City's vision statement, *Imagine Monroe*.
4. Request is not used for political purposes inconsistent with the City's adopted Legislative Priorities and strategy.
5. Requests being actively used/displayed for a period longer than two (2) years may be reviewed on a case-by-case basis. Subject to City determination, some longer requests may be asked to submit a new request form after a designated period of time.
6. Strictly personal, non-public facing and non-business related, uses of Community Badges do not require express approval of the City. See the next page for examples.

The City may revoke or condition approval for use of the City's brand at any time if a non-city use is determined by the City to violate any of these guidelines.

Example of Public vs. Personal Uses of Community Badges

Public Uses - <i>Approval Required</i>	Personal Uses - <i>No Approval Needed</i>
Placing logo in store window	Placing stickers on a personal water bottle
Distributing branded materials to customers or general public	Using pens, pins, or apparel received at an event for general, everyday use
Including logo on business materials (i.e. menus, clothing, packaging, etc.)	Sharing a branded post already published by the City
Printing logos on signs, brochures or flyers	
Including logo on a website or social media	

These examples are not an exhaustive list. For questions regarding uses of the city logo requiring approval, please contact Liam McKorkle, Executive Department, lmckorkle@monroewa.gov or 360-794-7400.

