

MEMORANDUM

DATE: June 21, 2012

TO: Ed Lavallee, City Manager

FROM: Pam Johnson, Marketing and Communications Officer

SUBJECT: Policy for use of city logos

Historically, the city has had several logos to serve in various capacities. The following is an overview of the logos as they exist today with recommended policy for their usage:



Since 2004, the policy has been to use this logo only on items generated by the city for city business. It has also been used on t-shirts and uniforms. It was replicated for use on the north and south bridges that serve as the entrance to the heart of the city. **Recommendation:** This logo should be used on written items generated by the City of Venice for the purpose of doing city government work and on all official uniforms, except police, fire and airport that have logos of their own.



This logo was recently redesigned by a professional graphic artist. It is currently used on items of community interest, such as project signs or other documents involving the city but not necessarily originating from the city. The main visual component of this logo is used in entrance signs to the city, on the water towers, on city vehicles, on the website and the city newsletters.

Recommendation: Use this logo for community branding and items that might involve the city but not necessarily generated by the city. Continue to use the logo on city vehicles, city t-shirts, and promotional collateral, including the website, newsletter and other such materials.



At the same time the city logo was being redesigned, the graphic artist created a stand-alone logo for Venice Municipal Airport, keeping it visually similar to the city logo, but providing a branding for the airport.

Recommendation: Use this airport logo on stationery, shirts, vehicles and other miscellaneous items representing the airport.



Traditionally, public safety and emergency services always has its own logo. The Venice Fire Department logo was recently redesigned.

Recommendation: Use this logo on stationery, patches, uniform shirts and other items related to the Venice Fire Department.



This police badge serves as the logo for use on stationery.

Recommendation: Continue to use this as the Police Department logo for items generated by the department for police work.



This is the Law Enforcement Accreditation logo, which is also included in Police Department Letterhead.

Recommendation: Continue to use the accreditation logo where appropriate, such as Police Department letterhead.



These two patches are used on sleeves of uniforms to distinguish between sworn police officers and civilian employees.

Recommendation: Continue to use these patches in the same way.