

City of Wildwood

**CITY POLICY STATEMENT**

**USE OF CITY LOGOS OR COPYRIGHTED MATERIAL**

The City has or may hereinafter acquire or cause to be created various marks, logos or other design materials subject to copyright, trademark, or proprietary property protection. These materials include the official City logo, special event design logos, among other such materials. The use of these items without the consent of the City is prohibited, except as otherwise privileged by applicable law. Such consent may be granted by the City Council where appropriate in the public interest and while still preserving the City's rights to control its intellectual property. Such consent shall not be granted where use of the Logo or material could cause confusion or could mislead persons to believe the user sanctioned by the City or affiliated with the City in a manner that is not factually accurate. Because of the potential for misleading the public, the use of the City logo or City designs in political candidate or political committee materials will not be authorized and is prohibited. The City reserves the right to enforce its copyright, trademark or other intellectual property rights to the full extent of applicable law. Nothing in this policy shall prohibit the lawful and fair use of such materials as may be permitted by applicable law without the consent of the owner.

The City Administrator and all Department heads shall have the authority to permit the use of City Logos or copyrighted material in conjunction with a City contract, project, or other public use. Where appropriate, the following advisory should be included where logos or other copyrighted material are delivered for use by others:

*The attached City Logo/materials may contain proprietary material of the City of Wildwood and are delivered to the recipient to be used solely for the public purpose requested and without liability to the City. No other use of the City's logo or proprietary materials is permitted without the express written permission of the City of Wildwood.*

*Adopted by Wildwood City Council  
January 10, 2005*