

	<b>City of La Habra Policies and Procedures</b>	<b>Policy Number:</b>	5.80
		<b>Approved by:</b>	City Manager
		<b>Effective Date:</b>	06/01/2005
Use of City Letterhead, Seal and Logo			
<b>Prepared By:</b>	Administration Department		
<b>Scope:</b>	All City Council Members, commissioners, employees, consultants and volunteers, and candidates for public office.		
<b>Purpose:</b>	Ensures the legitimate and proper use of the City's letterhead, seal and logo.		
<b>Summary:</b>	Establishes the permitted uses of the City's various insignia.		

**I. OVERVIEW:**

City letterhead, the City's official seal, and all City logos and insignia are used to officially represent the City of La Habra and all its agents and capacities and should not be used to conduct personal business. Use of these images implies that the City endorses or supports the program, event or idea on which these images appear.

**A. Permitted Uses**

1. City letterhead, logos, and insignia may be used to conduct official City business only.
2. City Council letterhead may only be used where the signator is a member of the City Council and only for official City business.
3. The City Clerk is the keeper of the City seal. The City seal may only be used for official City business, and the City Clerk or his or her designee must authorize its use.
4. City promotional items may carry the City logo if approved by a Department Director (e.g. T-shirts for City employees).
5. Flyers, documents, mailers and other items may carry the City's logo if they promote an event or service in which the City is itself presenting or is an official co-sponsor.
6. If an employee is uncertain as to whether or not a specific use is permitted, the employee should consult his or her supervisor prior to use.
7. The various insignias may not be altered in any way (color, wording, etc.) without permission from the City Manager or his or her designee.

**B. Prohibited Uses**

1. Council candidates: Per Elections Code 18304, any reproduction or facsimile of the City logo or seal in any campaign literature or mass mailing is prohibited.

## **II. RELATED OR REFERENCED POLICIES:**

- 6.40 Internet Website Policy & Privacy Statement (Paragraph II.E)