

# EL DORADO COUNTY FIRE SAFE COUNCIL

## Article XXI. Logo Use Policy

### El Dorado County Fire Safe Council's Logo Usage Rules and Regulations

The El Dorado County Fire Safe Council's logo can only be used with the expressed written permission and consent obtained by submitting the EDCFSC Logo Use Request Form.

The EDCFSC Logo Use Request Form can be located on our webpage. The form must be submitted to the Chairperson, E-Board via submittal to Clerk of the Board, or EDCFSC Board Secretary.

#### Acceptable Usage Guidelines

1. Logo use in its multi-color form. In some instances, with board approval, the logo may be displayed in black. Otherwise, do not stray from or switch logo colors.
2. Logo used on shirts, caps and other approved clothing.
3. Logo used on publications such as educational brochures, instructional publications, guides and meeting publications. This will also include official and/or original correspondence and documents on EDCFSC letterhead, agendas, minutes and maps being shared from EDCFSC. Power Point Presentations that include approved official and original documents produced or approved by EDCFSC. Grant applications when requested and when EDCFSC is the Fiscal Sponsor or has approved the relationship. Signs and flyers recognizing partnerships on EDCFSC projects and programs.
4. Logo may be used on promotional merchandise that aids the mission of the EDCFSC.
5. Keep integrity of the Logo, keep the logo upright

**\*EDCFSC satellite, associate councils and authorized entities by EDCFSC shall be allowed to use the logo as long as the guidelines are followed as outlined in this policy.\***

#### Unacceptable Usage Guidelines

1. No selling of or profiting off the sale of merchandise with EDCFSC logo.
2. Do not stray from, switch or change the logo color.
3. Do not insert words or add graphics to modify the design elements or logo design itself.
4. Do not rotate, alter, skew, stretch or change the orientation of the logo.
5. Do not use the logo up against anything else. Maintain a clear space of at least 100% of the width of the logo.
6. Do not use the logo to suggest or imply a relationship not approved by EDCFSC

#### El Dorado County Logo Shirt Policy

1. EDCFSC provides logo shirts to Executive Board members and Directors in recognition of their service. Individual volunteers wishing to have a logo shirt may purchase a logo shirt at their personal expense. Annual associate council support funding (Firewise, Project Support) cannot be used for apparel such as hats, shirts, etc.

**WHEN USING THE EDCFSC LOGO IN PUBLIC AND IN DISPLAYS, YOU ARE REPRESENTING EDCFSC; PLEASE DO SO IN A POSITIVE AND RESPECTFUL MANNER.**

**Logo Use Release and Authorization**

**Date:**

**To:** EDCFSC Chairperson (or E-Board via submittal to Clerk of the Board)

**From:** \_\_\_\_\_

**Council:** \_\_\_\_\_

I seek permission and consent to use the EDCFSC logo for the following:

**Circle all that apply:** Apparel   Publications   Power Point Presentation   Signs   Flyers  
Promotional Merchandise   Grant or Fiscal Sponsor Notification   Draft Photo   Other

**Use Description:**

**Please list all shared partners and logos that will be used alongside EDCFSC logo:**

**Circle all that apply:** One Time Use   Ongoing Promotion   Limited or Dated Use

**I agree to use the logo as stated above and agree to follow the EDCFSC logo use guidelines.**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Use of the EDCFSC logo is hereby granted for the specific use as stated above and is granted for one year.**

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**\*Authorization for use of logo must be renewed annually in June for Ongoing Promotion or Limited and Dated Use\*** Initial: \_\_\_\_\_