

City of Richmond
ADMINISTRATIVE MANUAL

SUBJECT: Use of City Insignia for Private Purpose

SECTION: General Administration

POLICY NUMBER: AP 303

INITIAL DATE PREPARED: October 22, 2008

LAST DATE REVISED:

I. Policy

No employee of the City of Richmond shall use or allow to be used any reproduction or facsimile of City of Richmond Insignia in any manner not directly connected with the official business of the City of Richmond without the prior approval of the City Manager or City Clerk, or his or her designee. Under no circumstances may City of Richmond Insignia be used in connection with any political purpose including but not limited to communications supporting or opposing any candidate or ballot measure.

For purposes of this Administrative Policy, City of Richmond Insignia is defined to mean:

1. The Common seal of the City of Richmond as described in Article II, Chapter 2.04.010, of the Municipal Code.
2. The motto of the City of Richmond (“The City of Pride and Purpose”) as would cause a reasonable person to believe that the material incorporating the City Motto is an official communication of the City or is otherwise endorsed, supported or ratified by the City.
3. The City’s official website banner.
4. The Richmond Police Department patch, emblem or star.
5. The Richmond Fire Department patch or emblem.

It shall be a violation of this policy to use any symbol that imitates City Insignia, or that is deceptively similar to City Insignia, in any manner that would constitute an improper use of City Insignia.

It shall be a violation of this policy to knowingly use the motto of the City of Richmond on any written or printed material in such a manner as would cause a reasonable person of average intelligence to believe that the material incorporating the City Motto is an official communication of the City or is otherwise endorsed, supported or ratified by the City.