

LOGO POLICY

PURPOSE AND SCOPE

To establish policy and procedures regarding the use of Diablo Water District's ("District") official logo ("Logo"). The Logo is a graphic symbol that identifies the District as an organization and is a visual association with the District's mission, vision, and guiding principles. The Logo is the District's intellectual property.

This policy is intended to provide a process for appropriate uses of the Logo, authorized by the General Manager, and to preserve the integrity of District branding.

RESPONSIBILITIES

The General Manager will review requests for the use of the Logo and may delegate this power to a designated employee of his/her choosing. The General Manager and his/her designee(s) will monitor use of the Logo to ensure branding is consistent with the mission, vision and guiding principles of the District.

All District employees and Board members wearing the Logo are required to maintain the professionalism and integrity of the District's mission, vision, and guiding principles.

LOGO GUIDELINES

The Logo is the property of the District and shall be used for official and/or authorized purposes by the District. Only the General Manager, or the General Manager's designee(s), may authorize use of the Logo.

POLICY

- All District employees and Board members must request permission before using the Logo. The District does not allow individuals to use its Logo for the purpose of campaign activities.
- No person shall use a symbol that imitates the Logo, or that is designed, intended or likely to confuse, deceive or mislead the public for private or commercial purposes. Use of the Logo for any purpose other than for the official business of the District, without written authorization from the District, is not authorized.
- No person shall use the Logo for purposes of supporting or opposing a ballot measure, candidacy, or any other campaign where use of the Logo would violate Government Code section 8314.

Adopted & Effective 3.29.2023

- If an individual or entity receives approval to use the Logo, the Logo must remain in its entirety with no alterations.
- All non-District usage (i.e., use by members of the public or private organizations), including non-profit usage, requires written District approval before such usage is allowed.
- On occasion, the District will authorize the usage of the Logo for signature events or other promotional measures that benefit the community. Any such approval should be considered for the specific event, time and use so approved by the District in writing. Prior approval of a use shall not constitute approval for any future or recurring use.

PROCEDURES

- Any person or organization requesting use of the Logo is required to submit an application to the General Manager on the application form which may be obtained at the District office or on the District website.
- The General Manager, or designee(s), will review the application and determine whether the application is approved or denied.

Note: The District will only deny use of the Logo if the request for use is not in alignment with this policy; the District's mission, vision, or guiding principles; or if the intended use is inappropriate.
- In the case of a denial, a written appeal of the District's decision may be made within 14 days of the decision, or the District's decision shall be deemed final. The written appeal shall provide a legal basis upon which the denial was inappropriate and a request that the District's decision be reversed. Written appeals shall be filed with the District office via mail or email to the attention of the General Manager. The District is required to provide a written response within 14 days of receipt of the written appeal.
 - If appropriate, the General Manager may confer with legal counsel on these matters.

CORRECTIVE AND DISCIPLINARY ACTION

The General Manager or designee(s) has responsibility for the enforcement of this policy. Violations of this policy will be reviewed on a case-by-case basis. Violations may result in a variety of District actions or discipline including, but not limited to, public censure for elected officials or employee discipline.