



*CITY OF GRAND RAPIDS*

# ADMINISTRATIVE POLICY

NUMBER: 82-01	DATE: 3/12/82
REVISIONS: 12/3/86	
ISSUED BY: City Manager	SIGNED: <i>Wm. F. Campbell</i>

**SUBJECT: LOGO – OFFICIAL CITY**

**PURPOSE:** To identify a single City logo, and provide a uniform procedure for its use to facilitate easier recognition of City services and programs by the public.

**POLICY:**

A. The Logo

The logo to be used incorporates the sun, the Calder stabile, and the Grand River. It will be utilized in black and white as well as color, and is reproduced here for your information.



B. Procedure for Use of the Logo

1. No materials utilizing the City logo should be ordered without adhering to specifications developed by the Purchasing Department.
2. Standard specifications for proper use of the logo on such materials as stationery, business cards, inter-office memos, etc. will be available through the Purchasing Department.
3. If a department has need for materials or items utilizing the logo for which the Purchasing Department has no specifications (e.g., use on City vehicles), that department should contact the Purchasing Department for assistance and creation of appropriate use guidelines. Once completed, the additional specifications will be placed with the Purchasing Department for use by any department with similar need.

C. Prohibition on Use of Other Logos or Symbols

Implementation of this policy, aimed at penetrating the public consciousness with a single symbol oft-repeated, means that no logo other than the one specified herein is to be used by any department or organizational unit of the City to represent City services or programs.