



CITY OF MONROE

1110 18th Avenue, Monroe, WI 53566
Phone (608) 329-2564 FAX (608) 329-2561

**REQUEST FOR ADMINISTRATIVE APPROVAL FOR USE OF
OFFICIAL MONROE CITY LOGO BY THIRD PARTIES**

The Official Monroe City Logo has been registered by the City with the Wisconsin Secretary of State as its official trademark, and is regulated by City Code Section 1-10. Use of the Official City Logo is prohibited by persons other than officers, employees and agents of the City, or its departments or enterprises, in their official capacity, unless such use is expressly authorized. The Common Council has determined that it is appropriate and desirable for third parties to use the Official City Logo where such use advances a legitimate City interest, including the promotion of tourism within the City or the promotion of any activity, enterprise or undertaking that has been previously approved or endorsed by the Common Council. The City Clerk is authorized to administratively grant permission for a person to use the Official City Logo for a specified purpose and for a limited period of time, not exceeding one year for any single approval.

Authorization to use the Official City Logo does not include authorization to:

1. Use the Official City Logo to endorse or promote any person for political office.
2. Use the Official City Logo to endorse or promote any product or service, the endorsement or promotion of which has not been expressly authorized.
3. Use the Official City Logo to degrade or cause damage to the image of the City or any of its departments or enterprises.
4. Redistribute, manipulate or embellish the Official City Logo, except as is expressly authorized in writing by the City Clerk, or his or her designee.

Name of Requestor: _____ Group or Organization, if any: _____

Mailing Address: _____

Telephone Number: _____ E-mail Address: _____

Full and complete description of how the Official City Logo is intended to be used (attach a drawing or sketch):

Time period, not exceeding one year, requested for authorization to use the Official City Logo:

Statement of how the proposed use of the Official City Logo will advance a significant City interest, which may include the promotion of tourism within the City or the promotion of any activity, enterprise or undertaking that has been previously approved or endorsed by the Common Council:

Use of the Official City Logo is hereby:

Approved Denied

Approved with the following condition(s): _____

Time period approved for: _____

Date: _____ Signed: _____, City Clerk