

# ATTACHMENT

## STANDARDS, GUIDELINES AND PROCEDURES FOR USE OF THE KING COUNTY LOGO

## **I. Authority**

A. Authority and purpose. As approved by Ordinance 2006-0586, these guidelines and graphics standards implement Ordinance 15378, which is codified at K.C.C. chapter 1.36, by providing for the proper use of the official King County symbol and logo ("logo").

## **II. Guidelines for Official County Use**

A. Listed Permitted Uses. The adopted logo portraying the likeness of the Reverend Dr. Martin Luther King, Jr. shall be used only for official county purposes.

"Official county purposes" includes, but is not limited to, use of the logo on or in connection with: the King County flag; vehicles; buses; water craft and air craft; letterhead; business cards; envelopes; stationary and notepads; licenses, permits, certificates, business forms and forms required by law, reports, studies, ordinances, motions, regulations; policies and procedures and other official county documents and records; news releases, press kits, mailings, flyers, brochures, posters, calendars and other printed materials; videos and visual displays; uniforms and related accessories, such as coats, hats, badges and patches; identifying signage on buildings, facilities, structures, parks, open spaces, trails and other real property owned, leased or otherwise under the jurisdiction of the county; identifying signage on equipment, goods and other tangible personal property owned or leased by the county; identifying signage for county events, programs or services, and events, programs or services provided in cooperation with third parties; identifying signage on county web pages and web pages of other entities which have county permitted links to the county web site; other county electronic media; apparel made available only to volunteers, county employees and elected officials containing a depiction of the logo, such as hats and shirts; and promotional items offered free of charge to the public, such as mugs, pencils, litter bags, buttons, and stickers.

It is an official county purpose to use the logo to identify King County when the county provides a venue for events held on county property, or when the county is a participating agency in providing a service or program. This may include, but is not necessarily limited to events and services held in connection with other public agencies or non-profit or for-profit entities, provided that the logo shall be used in a manner that focuses not on another party or entity, but on the county's role in the activity as a participant or provider of a county site or facility.

B. Other Official County Purposes. Use of the logo for any purpose not specifically listed above shall require prior written authorization from the King County Executive.

C. Prohibited Uses. Unless otherwise authorized by the entity designated by the estate of the Reverend Dr. Martin Luther King, Jr. to manage the intellectual property rights held by estate, no county employee, elected official, department or administrative office shall have the authority to use or permit a contractor or other entity to use the logo:

1. For purposes of fundraising or solicitation of donations other than the employee charitable campaign authorized under K.C.C. chapter 3.36 or solicitation of donations to King County; or
2. To advertise or promote for-profit commercial events or for-profit commercial services, goods or merchandise.

### **III. IMPLEMENTATION OF THE LOGO**

[INSERT EXECUTIVE'S  
PHASED IMPLEMENTATION PLAN]

### **IV. GRAPHIC STANDARDS**

[INSERT TECHNICAL GRAPHICS STANDARDS]