

# Use of Logo

The City of Royal Oak has a formal policy regarding the use the city's logo, which includes an application process and a licensing agreement.

The logo use policy outlines the application requirements, review criteria, and approval/appeal process. Application under this logo use policy can only be approved by authority of the Royal Oak City Commission. If approved, a formal licensing agreement will detail the specific terms and scope of approved logo use, including royalty payment, if any.

## Questions?

**PHONE:** 248-246-3050

**EMAIL:** [cityclerk@romi.gov](mailto:cityclerk@romi.gov)



# Royal Oak

**Life** Now Playing

# Royal Oak

## Logo Use Policy/Procedure & Application



## Policy

Third parties can get permission to use the city's logos in special cases, such as for websites, publications, print materials, emails, products, and signs. Any use outside these rules or assumed use, including past use, is not allowed.

## Evaluation Criteria

- Commitment to Royal Oak's mission, values, and goals
- Impact on city services, operations, assets, and facilities
- Financial stability
- Media exposure value for city messages
- Economic impact, such as alternative funding for city programs
- Protection of the city's interests in the short and long term
- Project timelines
- Experience, qualifications, and reputation of the third party
- Communication strategy
- Other relevant criteria as determined by the City Manager

## Guidelines

- Third parties must submit final artwork for approval by the City Manager before using the logo
- Use of the city logos does not imply endorsement or sponsorship

Unaccepted uses of logos include:

- Promoting tobacco, alcohol, drugs, firearms, or weapons
- Promoting pornography, obscenity, or offensive material
- Promoting adult-oriented businesses
- Promoting religious messages or beliefs
- Promoting or opposing political candidates or ballot measures
- Promoting political messages not endorsed by the City Commission
- Any use that insults the City of Royal Oak, its operations, or its staff

## How to Apply

Groups wanting to use the city logo must fill out an application form from the Royal Oak City Clerk.

The application is available online at:  
**[romi.gov/logo](http://romi.gov/logo)**

Fill out the application in person at:  
**City Hall**  
**203 S. Troy Street**  
**Royal Oak, MI**

The Office of the City Clerk is located on the first floor.

Read the full text of the City of Royal Oak Logo Use Policy/Procedure at :  
**[romi.gov/logo](http://romi.gov/logo)**

