City of Lago Vista Branding & Logo Usage Policy

1. Purpose

The purpose of this policy is to establish clear standards for the use of the City of Lago Vista's official branding, including the City logo and associated visual identity elements, regardless of the technology, platform, or method used to create or distribute content. This policy is intended to protect the integrity of the City's brand, prevent misuse or misrepresentation, and ensure consistent, accurate communication with the public.

2. Authority & Legal Alignment

The City of Lago Vista logo and all official branding elements are the property of the City of Lago Vista. Their use is governed by applicable local, state, and federal laws, including but not limited to:

- Texas Public Information Act (Texas Government Code Chapter 552)
- Texas Open Meetings Act (Texas Government Code Chapter 551)
- Applicable intellectual property and common law protections related to municipal branding

Unauthorized use, reproduction, or alteration of City branding may constitute misrepresentation and may be subject to enforcement action.

3. Scope

This policy applies to:

- All City of Lago Vista employees
- Mayor and members of the City council
- Members of City boards, commissions and committees
- Partner organizations, vendors, and contractors
- Members of the public and external entities

4. Ownership of Brand Assets

All official City branding elements, including but not limited to the City logo, seals, marks, design elements, and visual identity components, are the sole property of the City of Lago Vista.
No individual or entity may use City branding without prior authorization. Official City logos, seals, marks, and other brand assets must be obtained from or provided by the Communications & Marketing Manager.

City brand assets may not be recreated, traced, redrawn, approximated, generated, or obtained from unofficial sources for use in place of an approved City asset.

5. Permitted Uses

Use of City branding is permitted only under the following conditions:

- Official City communications, publications, and digital platforms
- Approved City events, programs, and initiatives
- Authorized partnerships or sponsorships with prior written approval
- Materials produced by Communications & Marketing or explicitly approved by that department

All permitted users must utilize City-provided brand assets, adhere to official brand standards and may not alter, recreate, or modify City branding in any way.

6. Prohibited Uses

The following uses of City branding are strictly prohibited:

- Altering the logo or branding elements in any way, including colors, proportions, typography, or layout
- Creating derivative or modified graphics, including incorporating the logo into names, slogans, or other designs
- Using the logo for personal, political, or promotional purposes
- Implying City endorsement, affiliation, or approval where none exists
- Use by the Mayor, individual members of City Council, or members of City boards, commissions, or committees for personal representation, campaigning, advocacy, self-promotion, or other unofficial purposes.
- Use of City branding on personal social media accounts, websites, newsletters, campaign materials, or other individual communications in a manner that could reasonably cause the public to believe the communication was issued, approved, or endorsed by the City
- Using generative artificial intelligence (AI), image-generation tools, design software, or other automated technologies to create, recreate, imitate, approximate, modify, or generate the City logo, seal, or other official City branding.
- Publishing AI-generated or digitally created content containing a fabricated, altered, simulated, or inaccurate representation of the City logo, seal, or other official City branding.
- Displaying the logo alongside messaging that is misleading, inaccurate, or inconsistent with official City positions
- Unauthorized use on social media, websites, printed materials, or merchandise

7. Brand Misuse & Misrepresentation

Any use of City branding that results in public confusion, misrepresents official roles or actions, or falsely communicates City positions is considered a violation of this policy.

This includes, but is not limited to:

- Misstating official titles or positions in conjunction with City branding
- Creating content that suggests official authority or endorsement without approval
- Associating City branding with unofficial slogans, campaigns, or statements
- Creating or distributing content that could reasonably cause the public to mistake an individual's communication for an official communication of the City.
- Using fabricated, simulated, AI-generated, or otherwise unofficial City branding in connection with City-related communications

Elected and appointed officials may accurately identify their City title or position; however, such identification does not make an individual's personal communication an official City communication or authorize the use of City branding.

8. Approval Process

All requests to use City branding must be submitted to the Communications & Marketing Manager for review and approval via email.

Requests should include:

- Intended use
- Design or draft (if applicable)
- Distribution method
- Timeline

Approval must be received prior to publication or distribution. Approval applies only to the specific use and materials submitted for review. Approval of one use does not constitute blanket authorization for future use of City branding. Any subsequent modification to an approved design that affects City branding requires additional approval prior to publication or distribution.

9. Correction & Enforcement

The City of Lago Vista reserves the right to protect the integrity of its official branding and prevent public confusion or misrepresentation. Unauthorized, altered, fabricated, AI-generated, or otherwise noncompliant uses of City branding may be subject to a request for immediate correction or removal. The Communications & Marketing Manager is responsible for identifying uses that do not comply with City brand standards and may request correction or removal of non-compliant materials.

Violations may result in:

- Immediate removal of unauthorized materials
- Revocation of permissions or access to City resources
- Legal action, if necessary

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10. Roles & Responsibilities

- Communications & Marketing Manager
  Responsible for administration of City brand standards; maintaining and providing official brand assets; reviewing and approving authorized uses; identifying noncompliant uses; and requesting correction or removal when appropriate.
- City Departments & Staff
  Responsible for adhering to this policy and ensuring all materials are compliant
- Mayor, City Council, Boards, Commissions, and Committees
  Responsible for complying with this policy and using City branding only in an official and approved capacity. Elected and appointed officials are responsible for ensuring that personal or individual communications are not presented in a manner that could reasonably be mistaken for official City communications.

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11. Artificial Intelligence & Digital Content

Generative artificial intelligence and other digital content-creation tools may be used only in a manner consistent with this policy. Such tools may not be used to create, recreate, imitate, approximate, alter, or fabricate the City of Lago Vista logo, seal, marks, or other official branding.

Individuals using AI-generated or digitally generated imagery in connection with City-related communications are responsible for reviewing the finished content prior to publication. Content containing fabricated, altered, or inaccurate representations of City branding may not be published or distributed as official City content.

When City branding is needed within AI-generated or digitally created content, an official City-provided brand asset must be incorporated without alteration and in accordance with established brand standards.

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12. Review & Updates

This policy shall be reviewed periodically and updated as necessary to reflect changes in law, technology, and City operations.