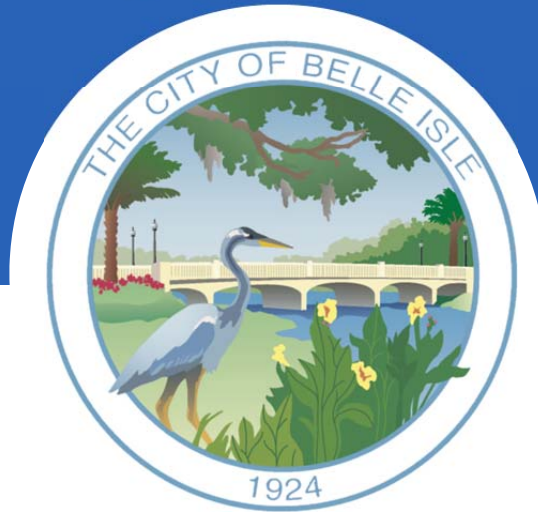


BRAND IDENTITY Style Guide



Visual Identity Standards and Communications Style Guide

Visual Identity

Design Standards

Logo Configuration Control

City Colors

Typeface

Tagline

Stationary Prototypes

July 13, 2022.Version 3 - Final Draft

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1. INTRODUCTION

1.1. ABOUT THIS GUIDE

This Communications Style Guide is designed to help staff and community groups present the City in a consistent, quality voice. Letterhead, faxes, memos, pamphlets, marketing, collateral advertising pieces, and online text and graphics provide essential information to the City's various groups; therefore, they must be used effectively, consistently, and professionally.

Publications do not need to look exactly alike. Still, they must follow certain parameters and incorporate certain identifying icons in specific ways to present a unified image to all various constituencies to build tradition and spirit - a brand for the City. Whether it's on a pamphlet, poster, newsletter, website, T-shirt, car, or appearing in video production, the City of Belle Isle's image should be consistent and easily identifiable. The Communications Style Guide for the City of Belle Isle will serve as an authoritative reference manual for all communication pieces.

To ensure the City's image is consistent throughout its publications and various messages, guidelines set forth within the Communications Style Guide will apply to all printed and electronic materials developed by and for the City of Belle Isle. The Communications Style Guide defines the City's visual identity. It outlines official publication policies, including proper usage of City letterhead, City business cards, City facsimile cover sheets, the City seal, the City logo, the City tagline, etc.

1.2. VISUAL IDENTITY

Graphic design has a significant impact on identity. Members of an organization's constituency groups quickly form opinions about the organization based on the materials it produces. If the organization disseminates consistent impressions, they play a very forceful role in shaping the public's impressions of the organization's overall image or identity and its endurance.

The City of Belle Isle must have a strong identity program that projects a clear, consistent image to the City's many groups. It is critical that standards not be changed or used in non-approved ways to deteriorate that communication or compromise legal, approved standards. Every user of the City's identity elements must respect the City's right to govern these uses of its marks and is therefore required to adhere to the standards outlined in this document.

Whether on a pamphlet, poster, newsletter, website, T-shirt, or car, the City of Belle Isle's image should be consistent and easily identifiable. The City of Belle Isle visual identity program applies to all visual communications that represent the City to an influential audience, either internally or externally. This includes, but is not limited to, printed publications, websites, shirts, video productions, exhibit materials, specialty items (such as promotional pens, mugs, etc.), and signage for buildings and vehicles. Altogether, any commercial and promotional visual materials paid for in part or wholly by City funds or public and private grants awarded to the City are included in the City's visual identity program.

2. POLICIES

2.1. REVIEW PROCESS AND ACCOUNTABILITY

Each department head is responsible for the daily administration of the City's visual standards as set forth within this Guide. The department head must approve all printed communications materials produced for public dissemination for the City of Belle Isle. This Guide and electronic files, including the City's logo and standardized City stationery, are available in standard formats in the Workgroup folder (S Drive/Admin).

Any questions arising from these standards or directions regarding a specific application not fully covered within this Guide should be directed to the City Manager or City Clerk. The City Manager shall be consulted to resolve any questions concerning applying these standards and the periodic review of the Guide. Each department head is responsible for ensuring compliance with the guidelines outlined in this Guide regarding the design of the following items created for their departments:

- Posters, brochures, and pamphlets for City events in which the public is the target audience
- Major publications
- Newsletters
- Video productions
- Display advertisements, excluding personnel advertisements. This includes those in which the City's name or affiliation is used in conjunction with any commercial venture and advertisements in which the City or an employee appears to convey endorsement of a product.

- Custom-screened T-shirts and embroidered shirts
- Promotional/Specialty items
- Signage for buildings, vehicles, and City property
- Stationery including letterhead, business cards, envelopes, mailing labels, fax coversheets
- Surveys

2.2. CITY NAME

The official name of the municipality is "City of Belle Isle." It may also be referred to as "The City." (Note the capital lettering, "City.")

2.3. CITY SEAL

The official seal of the City of Belle Isle is not a part of the logo and is not interchangeable with the City's logo. The City seal is reserved for official City use to validate specific legal instruments and authenticate official documents, correspondence, and occasions. It must be reserved for formal uses such as awards, annual reports, meeting agendas, meeting minutes, ordinances, resolutions, and proclamations. The seal represents the significance of the City of Belle Isle as a whole and is not to be used in any other manner. The seal should never be used for decoration or general use. The City seal shall not be used for commercial or personal purposes as a matter of practice. [\(CH.2 ART. II SEC 2-1 Municipal Seal - Ordinance 18-12\)](#)



2.4. CITY LOGO

The City of Belle Isle logo is a carefully designed combination of a graphic image representative of the City's beautiful residential community located on the shore of Lake Conway, mature and majestic oaks, and the iconic Nela Bridge married with text spelling out the City's name. The City of Belle Isle's logo is the City's visual identifier. It is the visual symbol representing the City and must be incorporated prominently in all print and electronic publications.

Consistent use of the City logo builds recognition over time. When the City of Belle Isle logo is displayed, the public can be assured that the media upon which the logo appears is endorsed, supported, or created by the City. The logo's integrity must be maintained, and careful attention to not compromise the logo's integrity will ensure the consistency of every reproduction and foster constant community awareness.

The following images represent the approved colors and orientation of the City's logo. Neither the logo nor the City's seal may be distorted, re-drawn, re-colored, or modified. The logo should consistently be reproduced from high-resolution or digital files.

City of Belle Isle Logo

PLACEMENT: Use the logo on the front cover of all printed promotional materials intended for external audiences. Place the logo on the front or back cover for all printed materials intended for internal audiences.

Internal Audiences



External Audiences



2.4.1. HORIZONTAL AND VERTICAL ORIENTATIONS

Either the vertical or horizontal version of the logo may be used. Users must select the version maximizing the size of the logo within the available space or the version that looks best given the space and publication's layout.

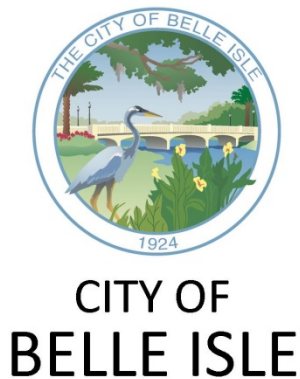
Horizontal with no tagline:



Horizontal with the tagline:



Vertical with no tagline:



Vertical with the tagline:



**CITY OF
BELLE ISLE**
ON BEAUTIFUL LAKE CONWAY

City of Belle Isle Logo, in Grayscale



City of Belle Isle Logo, White

White Logo must appear on a minimum 50% black background (shown here)



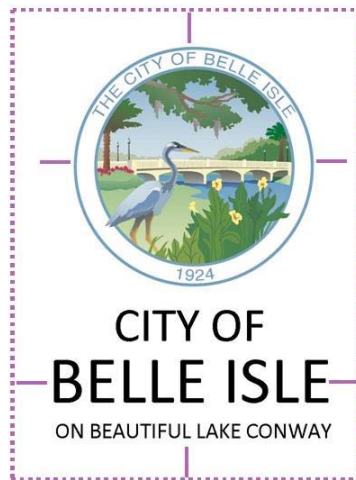
City of Belle Isle Logo, in Black & White



City of Belle Isle Logo, in Color



At any given size, the full height of the letter "I" in "CITY" (or the half-height of the letter "I" as indicated below) represents the "clear space" needed around the logo or name. The red outside dotted lines in these examples show the "clear space" required. Text, photography, etc., should not be placed any closer to the logo.



2.4.2. DEPARTMENT LOGOS

Each department's logo combines the City's horizontal house logo and the department name positioned underneath. This usage represents the department's official logo.

All City administrative and support staff must use the approved logo styles in all media (vehicles, envelopes, business cards, mailing labels, fax cover sheets, and other stationery items that incorporate a logo) and must conform to these guidelines.

Over the years, various departments have created artwork that has been used as a logo. This artwork can create confusion in the marketplace, impeding the communications efforts of the City and originating departments. The only appropriate logo for the City and its departments is the official City logo with a department's name underneath. This replaces all previous department-specific logos that may have been used—Sample Department Logos (shown with the Horizontal City color logo).



**CITY OF
BELLE ISLE**

ADMINISTRATION OFFICE



**CITY OF
BELLE ISLE**

OFFICE OF THE CITY MANAGER



**CITY OF
BELLE ISLE**

FINANCE DEPARTMENT



**CITY OF
BELLE ISLE**

PLANNING & ZONING



**CITY OF
BELLE ISLE**

PUBLIC WORKS DEPARTMENT

2.4.3. CONFIGURATION CONTROL

The logo is a trademark of the City of Belle Isle; for legal and financial reasons. Guidelines for the use of the City's signature must be followed. The City signature should never be used as part of any other graphic, logotype, or symbol. Following are some samples of misuses that should be avoided unless otherwise approved by the Office of the City Manager or designee.

The scale of the logo must never be altered.



Do not use the outdated City logo.



The typeface must not be altered.

Creative Department Signage



Do not box in the logo with a border outline.



The logo must not be tilted.



Do not place the logo over a visually cluttered photographic background. The logo must be displayed clearly. Don't put a white box around the logo. Change the design or the photo to ensure readability of the logo.

Correct



Incorrect



2.5. CITY LOGO AND TYPEFACE

The City's official colors are blue, light blue, gray, yellow/gold, and green. Departments are advised to use these colors when creating collateral pieces and directing a printer to the proper colors for printing the City logo and, as appropriate, with texts accompanying the logo.

Typical logo usage calls for logos to be reproduced in the City's official colors. However, the City of Belle Isle logo may be used in any four-color format available, depending on the logo's context. The three available formats are Black and White, Full-Color, and Grayscale colors. The logo also may be etched in wood, metal, or glass. The official City colors are specified using the Pantone Matching System (PMS). Use the following PANTONE® Colors:

When the ink color in a one-color publication is to be something other than the official color, the logo may be reproduced in that color as long as it does not detract from a professional presentation.

Main Colors



Main Colors		
	Pantone	RGB
	Pantone 660 C	R40 G98 B183
	Pantone Process Blue C	R3 G189 B255
	Pantone 426 C	R161 G159 B158
	Pantone 4485 C	R91 G73 B31
	Pantone 375 C	R134 G195 B21

Furthermore, department heads may use their good judgment to select colors when reproducing the logo for department shirts and other items as long as those colors do not detract from a professional presentation. (The colors shown throughout this manual are not intended to match the PANTONE® Color Standards; many factors, including paper coating, various printers and ink cartridges, and computer monitors, affect the visuals seen in this manual. PANTONE® is the registered trademark of Pantone, Inc.)

City Typeface

The primary typeface used in the City of Belle Isle's visual identity logo is ITC Franklin Gothic, which creates a consistent visual image for the organization. ITC Franklin Gothic is used within the logo for the text, "City of Belle Isle." The text appears

in capital lettering; however, the spacing and kerning of the text are formatted to fit the spatial design within the logo area. Users are not to attempt to duplicate the logo. The jpg can be found in the "staff Workgroup folder-S Drive."

Primary Font

Two typefaces in this family are commonly used for Belle Isle branded materials: Franklin Gothic Demi and Franklin Gothic Book. Standard fonts such as Arial are permitted within documents created in programs where custom fonts are unavailable.

ITC Franklin Gothic Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*!/?/;:."{}[]()**

ITC Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*!/?/;:."{}[]()

Web Font

For the belleislefl.gov website and related applications, Proxima Nova is the official web font. The CSS will dictate the look and feel of this font based on the style and heading selected:

Heading 1

Heading 2

Heading 3

Heading 4

Bold

Italic

Paragraph style

As the City's official typeface, ITC Franklin Gothic is used in all correspondence. Other fonts may be used in addition to ITC Franklin Gothic; however, these fonts are to be used decoratively and shall not detract from the message or the overall visual identity of the communicative piece, whether it is a memorandum, facsimile, email message, meeting minutes, etc. The

typeface and size used with a logo can communicate as much to the viewer as the words themselves. Type helps establish mood, attract attention and promote visual harmony. Consistency in typical usage is as essential to the City's visual identity program and overall brand as the logo itself.

2.6. CITY TAGLINE

City taglines are created to enhance a city's economic, cultural, historical, or aesthetic value. When properly used with the logo, the City of Belle Isle's tagline, "on beautiful Lake Conway," enhances the importance and relevance of the City's brand and extends its reach; it compresses the overall experience of living, visiting, and doing business in Belle Isle into a strategic message. The tagline expresses the City's character and style memorably. It can be effectively used as a marketing and advertising tactic and on promotional pieces for special events and, mainly, literature to realize marketing and business development strategies.

"On Beautiful Lake Conway" is a short, alliterative, descriptive phrase that quickly reflects the City's unique culture and relaxed atmosphere, attracting visitors, residents, and businesses. It remains catchy for easy memory recall in a simple phrase that can be efficiently utilized in various marketing campaigns. The City's tagline is intentionally nonspecific, so it may be used to communicate with every constituent of the City: residents, potential residents, visitors, business owners, potential business owners, and City employees.

2.7 City Website

Compatibility with browsers and assistive technology. Our website is designed to be compatible with assistive technologies and browsers, including the latest versions of Chrome, Microsoft Edge/Internet Explorer, Safari, and Firefox.

If you use assistive technology (such as a Braille reader, a screen reader, or TTY) and the format of any material on this website interferes with your ability to access information, please contact us.

Technical specifications

Accessibility of this website relies on the following technologies to work with the combination of a web browser and any assistive technologies or plugins installed on your computer:

- Hypertext Markup Language (HTML)
- Web Accessibility Initiative – Accessible Rich Internet Applications (WAI-ARIA)
- Cascading Style Sheets (CSS)
- JavaScript

These technologies are relied upon for conformance with the accessibility standards used.

Limitations and alternatives

Despite our best efforts to ensure the accessibility of this website, there may be some limitations. Below is a description of possible limitations and potential solutions. Please contact us if you observe an issue not listed below.

1. Documents: We make efforts to ensure documents on this website are accessible. Some documents might not work with current assistive technologies if they use outdated technologies that do not support accessibility. We convert documents to new formats upon request. Please contact us if you encounter an issue or require assistance.
2. Images: images within our web pages include alt tags. We do our best to ensure images have appropriate alt tag descriptions. Please contact us if you discover an image with incorrect or inadequate descriptive text. We will take corrective action promptly.
3. Audio/Video: for all users who, as a result of a disability, may need a reasonable accommodation to be able to access the audio or video recordings on this site, videos and audio files can be captioned or transcribed upon request.
4. HTML: our website HTML has been tested for WCAG 2.1 AA compliance using the Total Validator program. Since our website's content is updated daily, there is a possibility that new issues could be encountered. Should you run into a problem with the HTML that you believe prevents you from adequately being able to access the website content, please let us know. We will work with our website hosting and support vendor to take prompt, corrective action.

2.8 Photography-Preferred Photography and Stock Imagery

Photography is a vital element for the City of Belle Isle. From marketing campaigns to website usage, photographs help tell a story that is hard to replicate in even the best graphic treatments or illustrations. Here you will find some tips for picking good photos and resources to help you find them. You will also learn the proper usage of photographic imagery to help bring your content to the next level.

Candid Shots

Candid shots taken with personal cameras/phones are great to use in conjunction with events or other happenings around the City. From unique angles, professional or stock photos of the City show a different side of the City that can be used effectively.

Stock Photography

Stock photography that doesn't look like stock photography! The less staged the image, the better. Look for unique pictures usually hidden a few pages into most stock image sites.

Examples of Undesirable Photography and Stock Imagery

- Do your stock photos look like stock photos? Do you think these people are having a meeting?
- If you can imagine the stock photo watermark on a picture even without it, don't use it!
- Low-resolution images are hard to see and just plain ugly. Show that you know your audience by using quality photos and graphics!

3. BELLE ISLE POLICE DEPARTMENT: LOGO AND BADGE

The Belle Isle Police Department ("BIPD") continues to create and maintain a clear brand strategy representing law enforcement, trust, integrity, and safety. It is a powerful brand that must be carefully managed to protect the police image and reputation by clearly defining the department brand, how it can be used, and ensuring the consistent application of the brand across all areas of the community. Creating a consistent department image in all our communication will reflect a professional and attractive policing identity.

For these guidelines, the badge, patch, City's mission statement, and the words 'Belle Isle Police Department' are collectively referred to as the department brand. The BIPD Chief assists in designing artwork, promotional material, or any other communication using the department brand. The Police Chief must view and approve any design and proposed use of the department's brand before its Application. You may contact the Belle Isle Police Department at 407.240.2473 or email at lhouston@belleislepolice.org to discuss how best to incorporate our department brand into your next project.

Police Department Patch



Police Department Badge



To maximize the success of your design project, there are a few questions you should consider before beginning. Ask yourself, “Who is my audience?” and “Who am I competing with?” Our audience is busier than ever before. Cutting through the clutter is essential to effective design.

Use of City Logo

See Appendix

4. DIVERSITY IN IMAGERY AND TEXT

The City of Belle Isle is committed to the principles of diversity, inclusiveness, and equal opportunity for all members of the City's groups. Communicators shall use the following "best practices" in visuals and text within print and electronic media:

- Include individuals from different racial and ethnic groups, and show the broadest possible diversity, including but not limited to gender, age, and ability that is truly representative of the Belle Isle community.
- Refrain from stereotypical depictions of individuals.
- Use gender-neutral language.

5. LEGAL PROTECTION

A trademark is any name, symbol, figure, letter, word, or logo adopted and used by a company or organization to designate goods manufactured and sold or services rendered to distinguish them from those manufactured by others. Trademarks are distinctive symbols, pictures, words, or combinations (such as logos) that an organization will use to distinguish and identify itself. All configurations of the City of Belle Isle logo can only be used under the rules administered within this Guide and by the City of Belle Isle. The rules and terms of use for the City of Belle Isle logo protect the integrity of the City of Belle Isle family.

Additionally, they provide the community with the assurance that the City and other groups using the logo are affiliated with the respected organization.

6. STANDARD CITY STATIONARY

All City of Belle Isle employees will use the stationery designs featured in the appendix.

Letterhead and Business Cards

The City has a standard letterhead and business card format for all employees. All letterhead and business cards must be printed with standardized ink, paper, and layout in the approved form. Business cards and stationery paid for with personal monies that deviate from the City's style may not carry the City's name, any department name, logo, or seal.

The City letterhead prominently displays the logo to emphasize the City's brand. Names of key departments and addresses are also shown. This letterhead is standardized throughout the City; it will be used at all levels and among all departments. Each department has its variation of the letterhead with the department name appearing under the logo at the top, left corner.

The City's business cards depict the employee's name, title, department, and other contact information standardized. The City logo appears prominently on the card vertically to make available space the best use.

Facsimile Coversheets and Memorandums

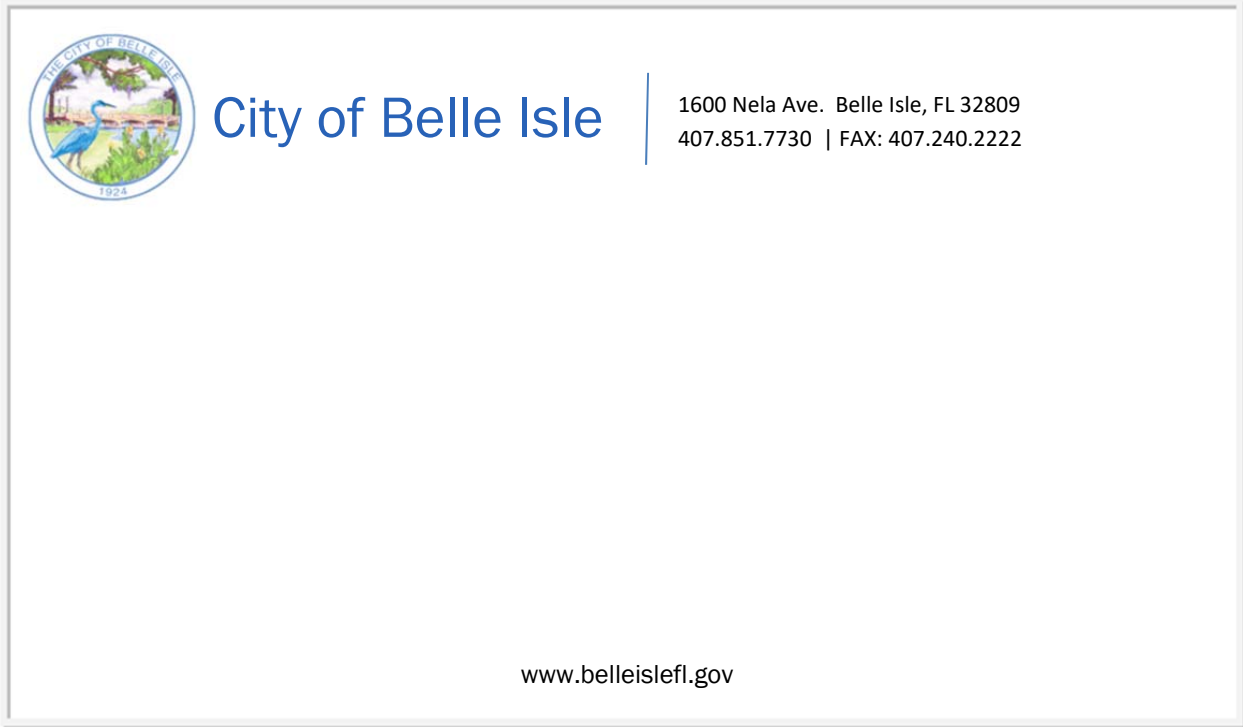
Use the City logo to identify the City consistently throughout communications pieces such as facsimile cover sheets, memorandums, mailing labels, or other note card designs that select offices or departments may create and use. See the appendix for samples of the standardized forms.

As previously mentioned on Page 5, the official seal of the City of Belle Isle is reserved for official correspondence and shall be used on meeting agendas, meeting minutes, ordinances, and resolutions. The City seal is used to authenticate official documents and official correspondence. All other forms and pieces of communication shall carry the City logo.

7. APPENDIX

- 7.1. Sample of City Letterhead
- 7.2. Sample Business Card
- 7.3. Sample Email Signatures
- 7.4. Sample Standard No. 10 Envelope
- 7.5. Logo Decal appearing on an F-150 Work Truck
- 7.6. Sample Department Electronic Stationary (Microsoft Word)
- 7.7. Sample Memorandum – for General use
- 7.8. Sample News Release
- 7.9. Use of the City logo-Application
- 7.10. Use of the City Logo-Policy and Procedures
- 7.11. Use of the City logo-Acceptance of Terms and Conditions

7.1 Sample of City Letterhead



7.2 Sample of City Business Card



7.3 Sample of Email Signature

Basic Signature:

Franklin Gothic Book Bold 12pt

Franklin Gothic Book 12pt 50% Black B

Your Name

Title

City of Belle Isle

Department

407.851.7730 | 407.240.2222 fax

yquiceno@belleislefl.gov

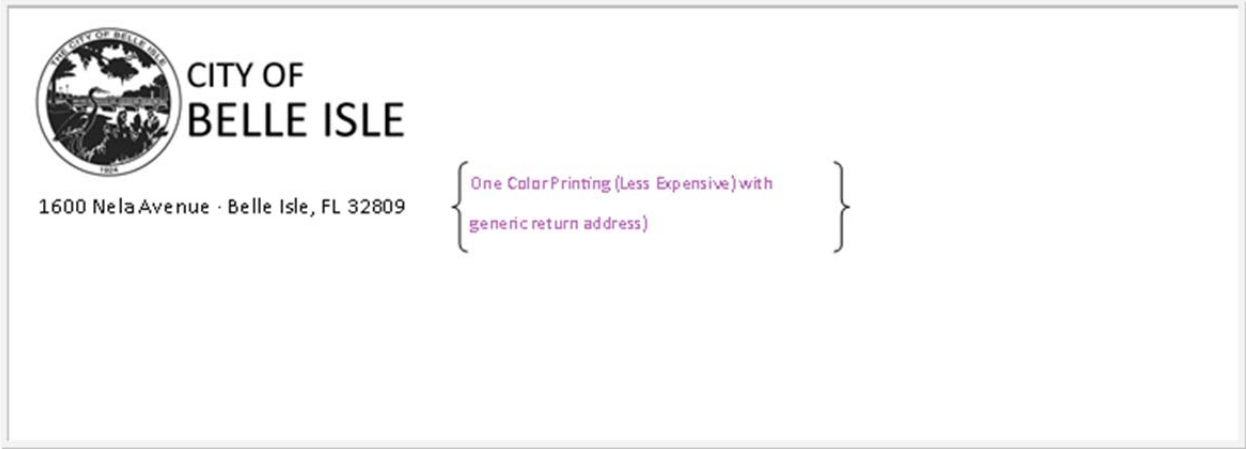
DO's

- Use Franklin Gothic Book or Arial as your font (12 pt).
- Use bold sparingly.
- Shuffle the elements as you see fit, but stick with the general template.
- Telephone format, etc. should be consistent in your signature. Don't replace dashes with dots, etc.
- If necessary, add a custom message under the main signature (legal disclaimer). Please be as brief as possible.

DON'Ts

- DON'T INCLUDE LOGOS OR GRAPHICS since they add unnecessary file size, appear as attachments, and affect readability. An attachment can cause your message to appear as spam.
- DON'T INCLUDE TAGLINES OR QUOTES since these may be perceived as City-wide statements.

7.4 Sample Standard No. 10 Envelope




7.5 Logo Decal appearing on an F-150 Work Truck



7.6 Sample Department Electronic Stationery (Microsoft Word)

The image shows a sample electronic stationery for the Finance Department of the City of Belle Isle. It features the city logo on the left, the city name in large blue letters, and the department name below it. Contact information for various city departments is listed on the left side. In the top right corner, the name and title of the Finance Director, Tracy Richardson, are provided along with an email address.

 **CITY OF BELLE ISLE**

Tracy Richardson
Finance Director
trichardson@bellislefl.gov

FINANCE DEPARTMENT

City Hall
1800 ~~W~~ ~~W~~ Avenue
Belle Isle, FL 32809

Office of the City Manager
Administration
407.851.7730 x105
407.240.2222 fax

Finance Department
407.851.7730 x104

Public Works
680.500.3473

Code Enforcement
407.849.8450

Police Department (PD)
407.240.2473 Office
407.836.4357
Non-Emergency

Website:
www.belleislefl.gov

7.7 Sample Memorandum – for General use

The following is a sample of a memorandum intended for general usage instead of a cover memo for a meeting. Each department has its department-specific form. Only the masthead has been updated.

The image shows a sample memorandum form for the Public Works Department of the City of Belle Isle. The masthead includes the city logo, the city name, and the department name. Contact information for the Public Works Department is provided. Below the masthead, there are fields for Date, To, From, and Re.

 **City of Belle Isle** | Public Works Department Memorandum
1800 ~~W~~ ~~W~~ Avenue, Belle Isle, FL 32809
407.851.7730 | FAX: 407.240.2222
Email: dedkins@bellislefl.gov

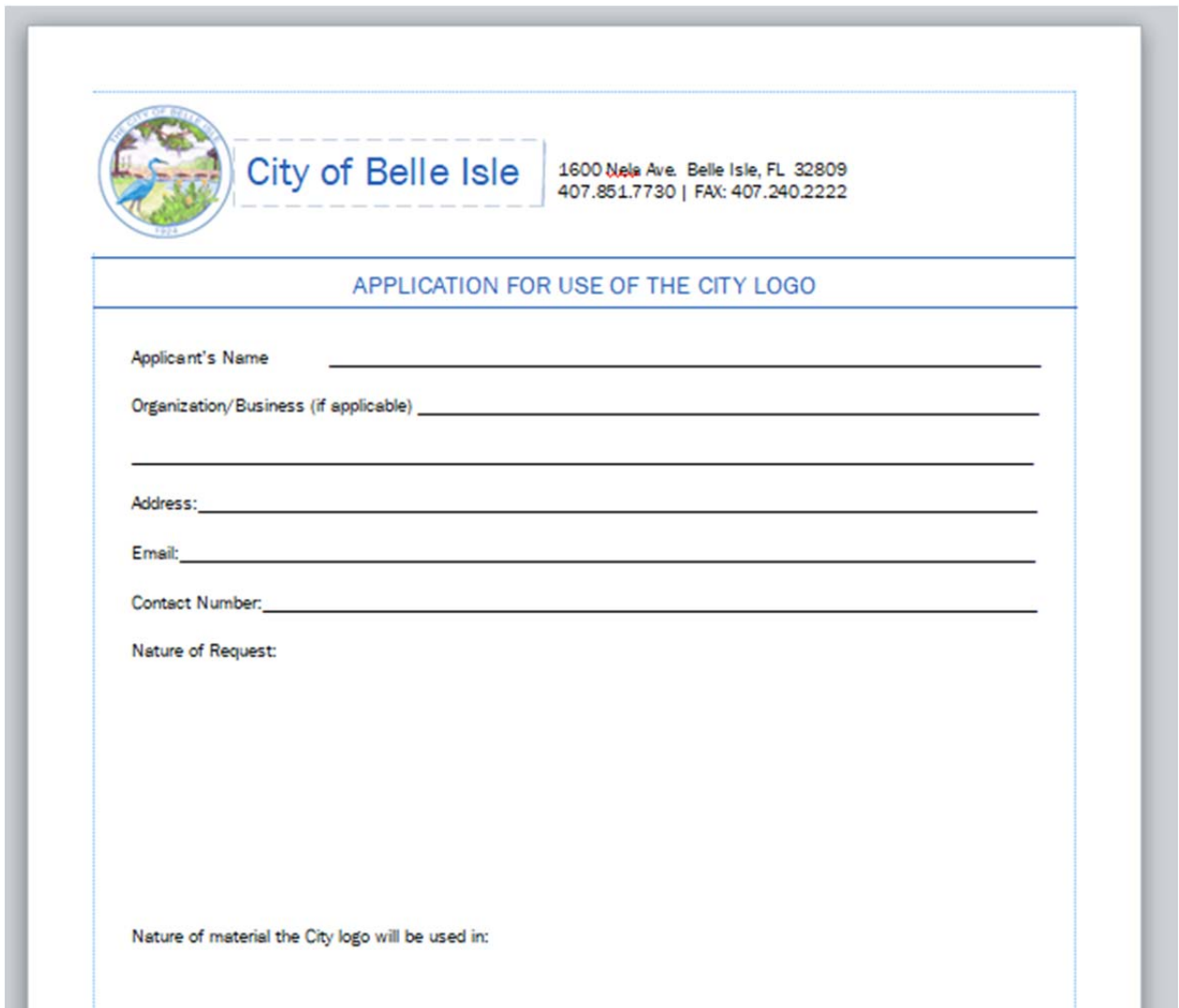
Date:
To:
From:
Re:

7.8 Sample News Release



The form features the City of Belle Isle logo on the left, which includes a blue bird and a white egret in a natural setting. To the right of the logo is the text "City of Belle Isle" in a blue sans-serif font. Further right, the address "1600 Nela Ave. Belle Isle, FL 32809" and phone/fax numbers "407.851.7730 | FAX: 407.240.2222" are listed. Below this header is a horizontal line with the words "PRESS RELEASE" centered in blue. The main body of the form is a large, empty rectangular area with a dashed blue border.

7.9 Application for the use of the City Logo



This form includes the City of Belle Isle logo and contact information at the top, identical to the previous form. Below the header is a horizontal line with the title "APPLICATION FOR USE OF THE CITY LOGO" centered in blue. The form contains several fields for applicant information, each followed by a horizontal line for text entry: "Applicant's Name", "Organization/Business (if applicable)", "Address:", "Email:", and "Contact Number:". Below these is the label "Nature of Request:". At the bottom of the form, there is a label "Nature of material the City logo will be used in:" followed by a blank space for text entry.

Before using the City of Belle Isle logo, this Application must be filled out and submitted to the City Manager at 1600 Nela Avenue, Belle Isle, FL 32809, emailed to bfrancis@belleislefl.gov or faxed to 407-240-2222. The City of Belle Isle reserves the right to withdraw consent to use the City logo, even if permission had previously been granted and if City Council has awarded monetary or in-kind support. Each authorized employee is responsible for contracting with printers, designers, graphic artists, photographers, merchandisers, and web designers to inform them of the Brand Guidelines and ensure that the standards are applied to the materials being produced.

7.10 Policy and Procedures of Use of City Logo

Use of City Logo and Ancillary City Logos *(Approved with Ordinance 18-12)*

Purpose

To protect the City's valuable property rights inherent in the City of Belle Isle logo and ancillary logos by governing its limited use by third-party entities in a professional, consistent manner.

Policy

The City of Belle Isle logo and ancillary logos (e.g., former City Logo or Belle Isle Police Department Logo, including badge) are official seals or logos of the City of Belle Isle protected by Section 165.043, Florida Statutes, and represent the City's distinctive brand and reputation for excellence in municipal governance and public services. According to the municipal ordinance and state law, City logos are exclusively used for official City business – for example, City communications, merchandise, facilities, signage, events, and services. There are limited circumstances under which third parties may be granted permission to use the City logos on a case by case basis for reproduction (e.g., website, publications, print material, email, products, and signage). Any use that falls outside of the policy specifications is strictly prohibited. Any assumption of use, including one-time usage, is unacceptable.

Procedure

1. Eligibility

Third-party entities shall meet the established criteria outlined in this policy and have an agreement with the City as defined by this policy to be eligible for consideration.

Except for government agencies and public institutions, inaugural or one-time programs and events primarily sponsored by third parties unfamiliar with the City or without a direct collaborative history are ineligible to use City logos. These parameters help the City manage community expectations and protect the City's public image by building and assessing new relationships with third-party entities over time. Permission to use the City logos is a privilege and requires direct, written City approval in every case.

2. Application

Organizations requesting permission to use the City logo or ancillary logos shall submit the application form available from the City Clerk. The organization shall also sign an acceptance of terms and conditions form available from the City Clerk.

3. Evaluation Criteria

The City Manager or their designee shall consider (as appropriate) any of the following criteria to evaluate the merits of the third-party entity's proposal and the City's benefits of co-branding an event or program with the third party entity:

- Demonstrated commitment to the City's mission, core values, and goals;
- Impact on City core services, operations, assets, and facility resources;
- Financial viability;
- Media exposure value for key City messages;
- Economic impact (e.g., alternative funding sources gained for City priority programming and services);
- Protection of the City's best interests in the short/long term;
- Project timelines;
- Third-party entity's experience, qualifications, and reputation;
- Communications strategy;
- Other relevant criteria as determined by the City Manager or their designee.

This policy and the above evaluation criteria shall not be construed to create any right or entitlement to use the City's logo(s) regardless of whether an applicant can meet the requirements and evaluation criteria. Whether an applicant is granted the right to use the City's logo(s) is a discretionary decision on the part of the City.

4. Notice

The City Manager or designee shall review all applications for approval, modification, or denial. Any applicant may appeal the City Manager's decision to the City Council within 14 days of receiving written notice of the City Manager's decision. The City Council will consider the appeal at the next regularly scheduled City Council meeting to the extent feasible. The City Council's determination shall be final.

5. License Agreement

Third-party entities granted permission to use City logos for approved activities shall sign an agreement accepting the City's terms and conditions.

Not-for-profit organizations recognized by the City, State of Florida, and the United States may be granted use of the City logos without a license fee in connection with merchandise for sale.

For-profit corporations granted permission to use the City logos in connection with merchandise for sale shall enter a license agreement and pay a license fee. The license fee is five percent (5%) of the gross sales amount of the first sale of all items bearing the City logo unless otherwise waived. If the merchandise is given away, the fee will be \$50. The for-profit corporation shall register the City of Belle Isle as the point of sale for said merchandise.

6. Guidelines

The City Manager or City Manager's designee shall ensure the following guidelines are adhered to:

- Reproduction of City logos shall adhere to the City's Logo Guidelines; improper use may result in termination of logo agreement and future use of City logos.
- Third-party entities must submit a pre-event copy of the final artwork for approval by the City Manager or City Manager's designee.
- City logos do not imply endorsement or sponsorship of any kind.
- Unaccepted use of the City logos includes:
 - Use that advocate or promotes the sale or use of tobacco, alcohol, controlled substances, firearms, or weapons;
 - Partnership agreements with retail, food, or pharmaceutical establishments that may sell, in part, tobacco, alcohol, controlled substances, firearms, or weapons shall be permitted, provided that the City's collaboration with such establishments may not relate to, advertise or promote the prohibited items.
 - Use that promotes pornography, obscenity, indecency, or other material offensive to prevailing community standards or persons of ordinary sensibilities;
 - Use that promotes adult-oriented businesses;
 - Use that promotes religious messages or advocates or promotes religious beliefs;
 - Use to promote, support, or in opposition to any political candidate or ballot measure;
 - Use to promote or support political messages not endorsed by the City Council; and
 - Use that denigrates the City of Belle Isle, its operation, officers, agents, or employees.

7.11 Application for the use of the City Logo – Acceptance Terms and Conditions

The City of Belle Isle is pleased to offer you the opportunity to use the logo under the terms and conditions of this Agreement. The City of Belle Isle, at this moment, grants you a limited, nonexclusive, nontransferable, royalty-free license to use and display the logo under the terms set forth herein solely for the Requested Use and a period of two (2) years only unless earlier terminated by the City of Belle Isle.

You agree not to permit any other party to use or display the logo. By implication or otherwise, nothing herein will grant you any other rights as explicitly set forth. You understand and agree that any further use of the logo whatsoever beyond the Requested Use as described in your Application for the use of the City Logo is strictly prohibited and constitutes a breach of this Agreement and grounds for termination of your rights.

This license to use the logo is subject to the following terms and conditions:

1. You agree to use the logo separately by itself, without any prefix, suffix, or modifying words, terms, designs, or symbols, and agree not to alter the logo in any manner.
2. You agree the logo shall not be used for political or commercial purposes.
3. You agree not to use any other trademark, trade name, product name, or any other means of designation, commercial, or business identification associated with the logo to create a trademark merged with the logo.

4. You agree not to use the logo in any manner that may disparage the City of Belle Isle, its Mayor, Council members, employees, agents, and others acting on its behalf (collectively, the "Related Parties"); that may violate any of the proprietary rights of the City of Belle Isle or the Related Parties; or that violates any applicable law, Ordinance, Land Development Code, or regulation.
5. You agree not to use the logo in any manner that might imply sponsorship, endorsement, or any association between you and the City of Belle Isle or the Related Parties. This includes campaign material.
6. You agree not to assist or allow any other person or legal entity to copy the logo licensed to you or to use the logo for any purpose whatsoever.
7. You agree at all times to defend, indemnify and hold harmless The City of Belle Isle, the Related Parties, and the successors and assigns of each of the foregoing (collectively, the "Indemnified Parties") from and against, and pay and reimburse the Indemnified Parties for, any liabilities, obligations, losses, damages, costs or expenses (including, but not limited to, interest penalties and reasonable legal fees) incurred in connection with any third-party claims, arising out of, resulting from or relating to your use of the logo, or any representation by you contained therein being untrue or any alleged act or omission by you, others who obtain the logo licensed to you or copied from that logo, or your agents in the performance of, or failure to perform, your obligations outlined in this Agreement.
8. You will ensure that your use of the logo will not be in association with any libelous, defamatory, obscene, or unlawful material, any material that might in any manner embarrass the City of Belle Isle or the Related Parties, or otherwise violate or infringe any right of any third party;
9. The City of Belle Isle shall have the right to terminate this Agreement at any time and for any or no reason upon written notice to you. You will immediately cease all logo use and destroy all your logo copies.
10. You agree that the logo is provided to you on an "as is" basis without representation or warranty, whether express, implied, or by operation of law. You agree to assume all of the risks associated with the logo and your use thereof. You further agree that neither the City of Belle Isle nor the Related Parties will be liable for any direct, indirect, incidental, consequential, or special loss or damage suffered or incurred by you, even if the City of Belle Isle or any of the Related Parties has been apprised of the likelihood of such loss or damage occurring.
11. This Agreement shall be governed by and construed according to the State of Florida and the United States of America laws.

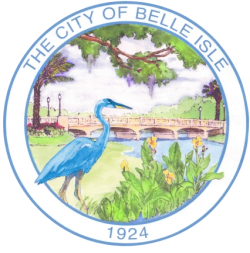
I agree to the above conditions.

Authorized Signature

Company or Organizational Name

Date

Title



City of Belle Isle

1600 Nela Avenue, Belle Isle, FL 32809
407.851.7730 | FAX: 407.240.2222



CITY OF BELLE ISLE, FLORIDA

**1600 Nela Avenue
Belle Isle, Florida 32809
(407) 851-7730 • FAX 240-2222**

Current Style Letterhead

City of Belle Isle



1600 Nela Ave. Belle Isle, FL 32809
407.851.7730 | FAX: 407.240.2222



CITY OF BELLE ISLE

Bob Francis
City Manager
bfrancis@belleislefl.gov

OFFICE OF THE CITY MANAGER

City Hall
1600 Nela Avenue
Belle Isle, FL 32809

Office of the City Manager
Administration
407.851.7730 x105
407.240.2222 fax

Finance Department
407.851.7730 x104

Public Works
689.500.3473

Code Enforcement
407.849.8450

Police Department (PD)
407.240.2473 Office

407.836.4357
Non-Emergency

Website:
www.belleislefl.gov



CITY OF BELLE ISLE

Yolanda Quiceno
City Clerk
yquiceno@belleislefl.gov

ADMINISTRATION OFFICE

City Hall
1600 Nela Avenue
Belle Isle, FL 32809

Office of the City Manager
Administration
407.851.7730 x105
407.240.2222 fax

Finance Department
407.851.7730 x104

Public Works
689.500.3473

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407.849.8450

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407.240.2473 Office

407.836.4357
Non-Emergency

Website:
www.belleislefl.gov



CITY OF BELLE ISLE

Tracey Richardson
Finance Director
trichardson@belleislefl.gov

FINANCE DEPARTMENT

City Hall
1600 Nela Avenue
Belle Isle, FL 32809

Office of the City Manager
Administration
407.851.7730 x105
407.240.2222 fax

Finance Department
407.851.7730 x104

Public Works
689.500.3473

Code Enforcement
407.849.8450

Police Department (PD)
407.240.2473 Office

407.836.4357
Non-Emergency

Website:
www.belleislefl.gov



CITY OF BELLE ISLE

Derrek Admins
Director of Public Works
dadkins@belleislefl.gov

PUBLIC WORKS DEPARTMENT

City Hall
1600 Nela Avenue
Belle Isle, FL 32809

Office of the City Manager
Administration
407.851.7730 x105
407.240.2222 fax

Finance Department
407.851.7730 x104

Public Works
689.500.3473

Code Enforcement
407.849.8450

Police Department (PD)
407.240.2473 Office

407.836.4357
Non-Emergency

Website:
www.belleislefl.gov



CITY OF BELLE ISLE

Red Light Camera Special Magistrate

City Clerk—yquiceno@belleislefl.gov

CODE ENFORCEMENT

Belle Isle
Police Department
1521 Nela Avenue
Belle Isle, FL 32809

Red Light Camera
Code Enforcement
407.849.8450

407.240.2473
Admin Office

Website:
www.belleislefl.gov



CITY OF BELLE ISLE

Raquel Lozano
Planner
planner@belleislefl.gov

PLANNING & ZONING

City Hall
1600 Nela Avenue
Belle Isle, FL 32809

Office of the City Manager
Administration
407.851.7730 x105
407.240.2222 fax

Finance Department
407.851.7730 x104

Public Works
689.500.3473

Code Enforcement
407.849.8450

Police Department (PD)
407.240.2473 Office

407.836.4357
Non-Emergency

Website:
www.belleislefl.gov



City of Belle Isle

Administration Memorandum
1600 Nela Avenue, Belle Isle, FL 32809
407.851.7730 | FAX: 407.240.2222
Email: bfrancis@belleislefl.gov

Date:

To:

From:

Re:



City of Belle Isle

Finance Department Memorandum
1600 Nela Avenue, Belle Isle, FL 32809
407.851.7730 | FAX: 407.240.2222
Email: trichardson@belleislefl.gov

Date:

To:

From:

Re:



City of Belle Isle

Planning & Zoning Memorandum
1600 Nela Avenue, Belle Isle, FL 32809
407.851.7730 | FAX: 407.240.2222
Email: planner@belleislefl.gov

Date:

To:

From:

Re:



City of Belle Isle

Public Works Department Memorandum
1600 Nela Avenue, Belle Isle, FL 32809
407.851.7730 | FAX: 407.240.2222
Email: dadkins@belleislefl.gov

Date:

To:

From:

Re:



City of Belle Isle

City Clerk Memorandum
1600 Nela Avenue, Belle Isle, FL 32809
407.851.7730 | FAX: 407.240.2222
Email: yquiceno@belleislefl.gov

Date: June 28, 2022
To: FILE
From: Yolanda Quiceno
Re: Credit Card Receipt—Sales Tax

On April 30, 2022, the City credit card was used to purchase refreshments and donuts for the Spring Fling event staff. I visited the drive-thru and did not have a tax-exempt form for the store clerk. Due to the time, I could not return and continued with the purchase of 36.66 with an incurred tax of 2.38, totaling 39.04.



City of Belle Isle

1600 Nela Ave. Belle Isle, FL 32809
407.851.7730 | FAX: 407.240.2222

PRESS RELEASE



City of Belle Isle

1600 Nela Ave. Belle Isle, FL 32809
407.851.7730 | FAX: 407.240.2222

APPLICATION FOR USE OF THE CITY LOGO

Applicant's Name _____

Organization/Business (if applicable) _____

Address: _____

Email: _____

Contact Number: _____

Nature of Request:

Nature of material the City logo will be used in:

Approved ____Yes ____No

City Manager Signature

Date