



HISTORIC TOWN OF EATONVILLE, FLORIDA

TOWN COUNCIL MEETING

JUNE 20, 2023 AT 7:30 PM

Cover Sheet

****NOTE**** Please do not change the formatting of this document (font style, size, paragraph spacing etc.)

ITEM TITLE: Approval To Pursue The Registration Options For Use of the Town of Eatonville's Logo (**Randolph**)

TOWN COUNCIL ACTION:

PROCLAMATIONS, AWARDS, AND PRESENTATIONS		Department: LEGISLATIVE
PUBLIC HEARING 1ST / 2ND READING		Exhibits: <ul style="list-style-type: none">Memo on Protection of the Town's Logo
CONSENT AGENDA		
COUNCIL DECISION	YES	
ADMINISTRATIVE		

REQUEST: Approval to pursue the registration options for use of the Town of Eatonville's Logo.

SUMMARY: In general, the name, logo, or insignia of a government agency cannot be used in a manner that suggests association with or endorsement by the agency or implies endorsement by a government agency, official, or employee. To protect the identity, brand, security, and statutory responsibility of the Town of Eatonville, careful consideration is needed to how and who is authorized to use the town's logo, whether for advertisement, partnership, publicity, and other reasons related to the town.

The Town Council discussed this item during the January 3, 2023 Town Council Workshop.

The Town Council will be deciding whether it wants us to pursue the registration options set forth in the attached memo. If it votes to do so, the appropriate documents will be further prepared.

RECOMMENDATION: Recommendation is being made for Town Council to approve pursuing registration options for use of the Town of Eatonville's Logo

FISCAL & EFFICIENCY DATA: N/A