



# HISTORIC TOWN OF EATONVILLE, FLORIDA

## TOWN COUNCIL WORKSHOP

**JUNE 20, 2023 AT 06:30 PM**

### **Cover Sheet**

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

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**ITEM TITLE:** Discussion Registration Options For Use of the Town of Eatonville's Logo (**Randolph**)

**TOWN COUNCIL ACTION:**

<b>PROCLAMATIONS, AWARDS, AND PRESENTATIONS</b>		<b>Department:</b> LEGISLATIVE
<b>INTRODUCTIONS</b>		<b>Exhibits:</b> <ul style="list-style-type: none"><li>• Memo on Protection of the Town's Logo</li></ul>
<b>CONSENT AGENDA</b>		
<b>COUNCIL DISCUSSION</b>	YES	
<b>ADMINISTRATIVE</b>		

**REQUEST:** For Town Council to Discuss 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 further discuss pursuing 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 to discuss Registration Options For Use of the Town of Eatonville's Logo.

**FISCAL & EFFICIENCY DATA:** N/A