



July 21, 2017

Dear Candidate,

In March 1983, the City of Charlotte established a design or logotype to represent City government and its services. The crown symbol with "Charlotte" is used according to graphic standards and is applied to equipment, signs, uniforms and printed pieces as shown at the top of this letter.

The logo was registered with the State of North Carolina Secretary of State as a service mark in June 1985. Under the North Carolina Trademark Registration Act, the City of Charlotte, a municipal corporation, is the sole custodian of the crown logo and its use. Therefore, any use or application of the registered crown symbol must be reviewed and approved by the City of Charlotte.

Over the years, we have received requests from candidates requesting the use of the City logo for campaign material (i.e. brochures, website and signage). **Under current policy, the City prohibits the use of the service-marked logo on election material.**

If you have any questions concerning this matter, please contact me at 704-336-2643. We appreciate your assistance in maintaining the integrity of our service mark.

Sincerely,

Sandy D'Elosua
Director, Charlotte Communications & Marketing
City of Charlotte