



<b>SUBJECT:</b>	Trinity County Sea/Logo
<b>POLICY NO.:</b>	2023-02
<b>INITIAL DATE PREPARED:</b>	9/19/2023
<b>LAST DATE REVISED:</b>	N/A
<b>ORDINACE NO.:</b>	1367

Use of the Trinity County Seal must comply with the following:

1. Authorized use of the County Seal or Logo by County departments shall be automatic.
2. Seal may only be used in marketing or other publicity materials for the benefit of Trinity County with the permission of Trinity County.
3. Seal may not be used in any way that suggests Trinity County is affiliated with, sponsors, approves or endorses you, your organization, your websites, your products or your services, unless such a relationship exists.
4. Seal may not be used in any way that mischaracterizes any relationship between you and Trinity County.
5. Vendors may not use the Seal to advertise Trinity County as clients on vendor websites and promotional pieces without our written permission.
6. Seal is a distinctive, designed piece of graphic artwork. The following usage guidelines must be followed:
  - a. Do not modify or alter the Seal
  - b. Do not change scale, skew or rotate the Seal
  - c. Do not change the design of the Seal
  - d. Do not change or vary the colors of the Seal, except that the Seal may be all black or can be reversed out in white.
  - e. Avoid screening the Seal to less than 100%
  - f. Do not shrink the Seal to less than 1" in height without specific, written permission by the County Administrative Officer (CAO).
  - g. The key words, "Timber", "Minerals" and "Water" are an integral part of the Seal and must be used. These keywords must not be separated from the Seal.

- h. Do not combine the Seal with any other design, trademark, graphic, text or other element, including your name, any trademarks or any generic terms.
  - i. No other design, trademark, text, graphic or other element may be placed closer to a Logo than the height of the tallest letter in the Logo.
  - j. Seal may only be placed on solid backgrounds (preferably bright white), and not over an image or pattern, and no artistic effects (such as drop shadows) may be applied.
7. Seal may not be used or displayed in any of the following ways (this list is not all inclusive):
  - a. In any manner that, in the sole discretion of Trinity County, discredits Trinity County or tarnishes its reputation and goodwill;
  - b. In any manner that infringes, dilutes, depreciates the value, or impairs the rights of Trinity County;
  - c. In any manner that is false or misleading;
  - d. In connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable;
  - e. In any manner that violates the trademark, copyright or any other intellectual property rights of others;
  - f. In any manner that violates any law, regulations, or other public policy; or
  - g. As part of a name of a product or service of an organization other than Trinity County.
8. Written materials, such as web pages, must be marked to indicate the Seal used is owned by Trinity County or its affiliates (for example by using a statement such as, 'the Trinity County Seal is a protected Seal of Trinity County").
9. You may not assert rights to the Seal whether by trademark registration, domain name registration or anything else.
10. You must, upon request from Trinity County, provide samples of any materials that include the Seal for purposes of determining compliance with this policy.
11. You must make any changes to your use of the Seal that are requested by Trinity County.
12. Your download and use of the Seal is subject to this policy **and Trinity County Code 2.05**.
13. Applications for use of the Trinity County Seal or Logo must be submitted 30 days prior to the date on which intended use of the Seal or Logo is to commence.
14. Notification of the CAO's decision will attempted to be made via the organization's listed email contact within 2 weeks of receipt of the application.
15. The CAO's decision is final and not subject to appeal.
16. All requests must be submitted in writing via email or mail to the CAO via the form which accompanies this policy.

[cao@trinitycounty.org](mailto:cao@trinitycounty.org)  
PO Box 1613  
Weaverville, CA 96093

Business partners who have agreements with Trinity County must comply with the terms of their agreement in addition to this policy.

If you'd like to make any use of our Seal that is not covered by this policy, or for further information or clarification about use of the Seal, please contact [cao@trinitycounty.org](mailto:cao@trinitycounty.org)

**DULY PASSED AND ADOPTED** this 19<sup>th</sup> day of September, 2023 by the Board of Supervisors of the County of Trinity.

  
\_\_\_\_\_  
JILL COX, CHAIRMAN  
Board of Supervisors  
County of Trinity  
State of California

ATTEST:

TRENT TUTHILL  
Clerk of the Board of Supervisors

By: \_\_\_\_\_  
Deputy