



CITY OF SHAVANO PARK
900 Saddletree Court
Shavano Park, TX 78231

CITY POLICY NO. 13

SUBJECT: Use of the official City Logo in Political Advertising

August 28, 2017

1. References.

- a. City Council Meeting Minutes, July 24, 2017
- b. Texas Ethics Commission Ethics Advisory Opinion No. 532, October 5, 2015

2. Purpose. The purpose of this policy is to establish guidelines for the use of the official City Logo in political advertising by candidates for public office within the City of Shavano Park.

3. Staff Point-of-Contact. The point of contact for this policy is the City Secretary.

4. General.

1. The Texas Ethics Commission has opined that certain persons may not knowingly use letterhead that is created by city staff or with city resources to write and distribute political advertising when said letterhead contains the city's logo that was designed with city funds.
2. The City Logo (as displayed in Figure 1), is paid for by city funds and therefore is the city's intellectual property and, as such, would constitute a city resource. The City therefore does not authorize the use of the City Logo by any candidate in political advertising.

Figure 1. Official City Logo



3. This policy shall be placed by the City Secretary in the candidate packets provided to all candidates for office.