

SPOKANE VALLEY FIRE DEPARTMENT
Board of Fire Commissioners
Policy for Department Logo, Patch, or Personnel Photographs #013

Purpose:

To establish a policy and procedure for the use of the Spokane Valley Fire Department's name, logo, patch or Department personnel photographs for commercial or private purposes.

Authority:

Revised Code of Washington Title 52 Fire Protection Districts

Policy:

Use of the Spokane Valley Fire Department's name, logo, patch or photographs of Department personnel for commercial purposes by private companies shall be authorized by the Board of Fire Commissioners and the Fire Chief.

I. Use of the Department Name, Logo, or Patch:

- A. The Fire Chief shall be the custodian of the Spokane Valley Fire Department logo and the Fire Chief and/or designee shall be authorized to use the Department logo on any Department communications, certificates or other instrument approved by the Board of Fire Commissioners.
- B. Except upon the approval of the Fire Chief, use of the Spokane Valley Fire Department logo, patch or photographs of Department personnel or any copy, facsimile, imitation or reproduction thereof, is prohibited for any private or commercial purpose, including but not limited to:
 - 1. Using the SVFD logo, patch, or personnel photographs, or any copy, facsimile, imitation or reproduction thereof, on any written or printed material which is designed, calculated, intended, or likely to confuse, deceive or mislead the public or cause the reader of such written or printed material to believe it to be an official Department publication.
 - 2. Placing a copy, facsimile, imitation or reproduction thereof, of the SVFD logo, patch or Department personnel photograph on any written or printed material in favor of or against any ballot measure, or in favor of or against any candidate for public office.

3. Using the SVFD logo, patch, or personnel photograph or any copy, facsimile, imitation or reproduction thereof, on any letterhead, document, circular, envelope, clothing or other disseminated material.

II. Trading Patches:

- A. Trading patches between Departments is allowed with prior authorization from the Fire Chief or his/her designee.

Adopted:
Spokane Valley Board of Fire Commissioners:
August 17, 2009

Amended:
Spokane Valley Board of Fire Commissioners:
August 24, 2015

Reviewed:
Spokane Valley Board of Fire Commissioners:
June 24, 2019

Amended:
Spokane Valley Board of Fire Commissioners:
January 25, 2021