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

Table of Contents

Purpose ........................................................................................................................... 1
Authority ....................................................................................................................... 1
Table of Contents ............................................................................................................ 1
Policy ............................................................................................................................... 1
I. Use of the Department Name, Logo, or Patch: ....................................................... 1
II. Trading Patches: .................................................................................................... 2

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:

The Department has applied for a trademark (April 23, 2009) for the Logo and Patch for Spokane Valley Fire Department.

A. The District Secretary shall be the custodian of the Spokane Valley Fire Department logo and the District Secretary 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 Board of Fire Commissioners and the Fire Chief, use of any 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 any 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 any 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 any 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 08/17/2006, Amended 08/24/2015, Reviewed 11/27/2023