

 POLICY ON NAMING, LOGOS, AND BRANDING FOR CITY FACILITIES	Citywide Policy Manual Policy #
	Attachments: N/A
Effective Date: July 21, 2026	Responsible Department: City Manager's Office
Related Policies & Notes: Resolution No. 26-XXX, Donation Policy, Sponsorship Policy	

I. PURPOSE

The purpose of this document is to define the policies, procedures, and responsibilities associated with the permanent naming or identification of city facilities, portions thereof, structures, equipment and furnishings thereof, including the use or display of logos, trademarks, colors, insignia, symbols, or branding that identifies or is associated with an organization, business, or other entity.

II. POLICY GUIDELINES

City buildings and facilities should be named or identified in a manner that provides an easy and recognizable reference.

City buildings, facilities or portions thereof, structures, equipment and furnishings may be named or identified:

- a) For their geographical location, e. g., neighborhood, major street regional area or the city itself.
- b) To honor or recognize individuals, including but not limited to, retired elected officials or community volunteers, who have made extraordinary non-monetary contributions to the City of Cupertino, the region, or to the general public.
- c) With the name, logo, or branding of any organization or business only if approved by the City Council as described in section III below.

III. Procedure

- a) The naming or identification of any city building, facility or portion thereof, structure, equipment or furnishing, including the use of any logo or branding, based upon the guidelines in section II above, is subject to the approval of the City Council, upon recommendation of the City Manager and after the conduct of at least one public hearing.
- b) The City Council may refer a particular naming or identification issue to an appropriate commission for the purpose of making a recommendation to the Council.
- c) The City Council may remove a name, logo, or branding from a city building, facility or portion thereof, structure, equipment or furnishings when deemed by the City Council to be in the best interests of the city.
- d) Requests involving donor recognition, sponsorship recognition, commemorative recognition, or other forms of acknowledgment will be subject to the City's Donation and Sponsorship Policies. Compliance with those policies does not confer naming rights, branding rights, logo placement rights, or other forms of permanent recognition. Any request for permanent recognition on City property shall be reviewed in accordance with this policy.