



# Florissant Fire Protection District Logo Use Policy

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## 1. Purpose

The Florissant Fire Protection District (“FFPD” or “District”) logo is an official emblem representing the District’s identity, services, and reputation. This policy establishes guidelines for the appropriate use of the logo to protect the integrity of the District and prevent unauthorized or misleading use.

This policy is adopted under the authority of the Colorado Special District Act, C.R.S. § 32-1-1001, which grants the District powers to protect its property, identity, and operations.

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## 2. Ownership

The FFPD logo is the property of the District.

All rights, title, and interest in the logo are reserved to the District, regardless of format or medium.

Unauthorized use may violate federal and state intellectual property laws, including the Lanham Act (15 U.S.C. § 1051 et seq.), U.S. Copyright Law (17 U.S.C. § 101 et seq.), and applicable Colorado statutes.

The District reserves the right to pursue federal or state trademark registration of its logo to enhance enforceability.

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### **3. Authorized Use**

Use of the District logo is restricted to official District purposes, including:

- District uniforms, apparatus, and facilities.
  - District publications, reports, and official correspondence.
  - Training, recruitment, community outreach, and public education material approved by the District
  - Fundraising and community events approved by the District.
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### **4. Prohibited Use**

The FFPD logo shall not be used in the following ways:

- By private individuals or organizations without written authorization.
- On merchandise, promotional items, or advertising not approved by the District.
- In any manner that suggests endorsement, sponsorship, or affiliation with the District without approval.
- Altered, distorted, or combined with other graphics in a way that misrepresents the District.
- For political campaigns, lobbying, or personal financial gain.

Unauthorized use by members of the public or organizations may result in immediate legal action and liability for damages, attorney's fees, and costs.

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### **5. Requests for Use**

Requests to use the logo must be submitted in writing to the Fire Chief or Board of Directors.

The request must describe the intended use, audience, and duration.

Written approval must be granted before any use.

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## 6. Enforcement

Unauthorized use of the logo may result in a cease-and-desist order, legal action, or other remedies as permitted by law.

District members who misuse the logo may be subject to disciplinary action.

The District may pursue remedies including injunctive relief, statutory damages, recovery of attorney's fees, and the filing of Digital Millennium Copyright Act (DMCA) takedown notices for online misuse.

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## 7. Social Media

The FFPD maintains official social media accounts to inform and engage with the public. The District encourages the public, partner agencies, and media outlets to share or repost official District content directly from these accounts.

### Permitted:

- Sharing or reposting official District posts without alteration.

### Prohibited:

- Downloading or using the District logo or graphics in a manner that misrepresents affiliation.
  - Altering District posts, logos, or imagery for personal use.
  - Using the District logo as a profile image, cover photo, or branding on unofficial accounts.
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## 8. Review and Updates

This policy shall be reviewed periodically by the Board of Directors and may be amended as necessary to ensure the protection of the District's identity.

Any revisions shall be adopted by resolution of the Board of Directors and posted publicly for awareness.

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**Approved by:**

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President, Board of Directors  
Florissant Fire Protection District

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Fire Chief  
Florissant Fire Protection District

**Appendix A: Legal References**

Lanham Act (15 U.S.C. § 1051 et seq.) – Available at: <https://www.ftc.gov/legal-library/browse/statutes/lanham-trade-mark-act>

U.S. Copyright Law (17 U.S.C. § 101 et seq.) – Available at: <https://www.copyright.gov/title17/>

Colorado Revised Statutes § 32-1-1001 – Available at:  
<https://leg.colorado.gov/sites/default/files/images/olls/crs2024-title-32.pdf>

Digital Millennium Copyright Act (DMCA) (Public Law 105-304) Available at:  
<https://www.govinfo.gov/content/pkg/PLAW-105publ304/html/PLAW-105publ304.htm>