



Use of the City of Muskegon Logo and Brand Identity

2025

The City of Muskegon logo is more than a visual mark—it's a symbol of our pride, progress, and purpose. It represents our story and our collective effort to build a shoreline city unlike any other. To preserve the clarity, professionalism, and consistency of the brand, the use of the logo must follow strict rules outlined in our official Brand Guidelines.

Authorized Use

The City of Muskegon logo is not open source and should not be used without prior approval. Use of the logo must be approved by the City Manager or their designee. All individuals or organizations working with the City's brand—including vendors, designers, partners, and community groups—must follow the City of Muskegon Brand Guidelines.

Before using the logo, requestors must:

- Submit intended use details for review and approval.
- Ensure usage adheres to brand standards for size, color, spacing, and layout.
- Use only official versions of the logo provided by the city.

Apparel Usage Restrictions

To protect the integrity of the city's identity and clearly distinguish staff apparel from retail merchandise, the following must apply:

Prohibited on Public-Facing Merchandise:

No apparel made for resale or general public distribution may mimic city staff gear in layout or design.

Specifically:

- No left-chest or sleeve logo placement.
- No use of the word "STAFF," department names, or any language that implies city employment or official capacity.

Approved Public Merchandise:

If public-facing merchandise is approved for use of the logo, it must:

- Use the logo in a layout clearly different from staff uniform configurations.
- Avoid placement, typography, or design that implies affiliation with internal City operations.
- Be reviewed and approved by the City Manager or designee before production or sale

If you have questions about logo use, apparel restrictions, or need access to official brand files, please contact us using the information below.

