

Guidelines for the City of Berkley Seal and Logo/Visual Representation

The City seal is the backbone of what has made Berkley the community it is today. Although it will always be used, it is important to distinguish that this is DIFFERENT from the City's logo/visual representation, and is **often used in different contexts.**

The City seal is our official government symbol, like a signature or a stamp of authority. It belongs on legal documents and formal City business such as ordinances and resolutions.

The logo/visual representation is our public face – designed specifically for marketing, events, and community outreach. It's more versatile and modern, meant to be eye-catching and build our City's brand.



- Ordinances and resolutions
- Memorandums (see City Council packets)
- Official City structures (City of Berkley signage, City Council dais, absentee ballot drop box)
- Fee schedules and budget documents
- Legal documents and contracts



- City website
- Social media
- Event flyers
- Community newsletters
- Promotional and tourism materials
- Business cards and email signatures

The City seal and the logo/visual representation are used at the discretion of the City Clerk and the Director of Communications. If you have questions about the City seal vs. its logo/visual representation, please contact communications@berkleymi.gov.