

ORDINANCE NO. 4008

ORDINANCE OF THE COUNCIL OF THE CITY OF SANTA ROSA ADDING CHAPTER 1-04 TO THE SANTA ROSA CITY CODE ENTITLED “CUSTODY AND USE OF CITY SEAL AND OTHER OFFICIAL CITY INSIGNIA”

THE PEOPLE OF THE CITY OF SANTA ROSA DO ENACT AS FOLLOWS:

Section 1. Chapter 1-04, “Custody and Use of City Seal and Other Official Insignia,” is hereby added to Title 1 of the Santa Rosa City Code to read as follows:

“Chapter 1-04

CUSTODY AND USE OF CITY SEAL AND OTHER OFFICIAL INSIGNIA

**Section 1-04.010. Purpose**

The purpose of this Chapter is to specify the permissible uses of the official seal and other official insignia of the City of Santa Rosa, California.

**Section 1-04.020. Definitions**

- (a) Official seal: The seal of the City of Santa Rosa is as adopted by Council Resolution No. 2910 on February 1, 1949. The seal of the City of Santa Rosa is described as a circle with the words, “The City Designed for Living” in the outer circle and in the center,” City of Santa Rosa (stylized) California”, with an outline of the State of California and a circle and check mark where the City is located within the State, the face of which is set forth below:



- (b) City logo: the logo is a stylized rose and leaf with the “City of Santa Rosa” on two lines. Logos can be black, white or the colors of red and green as set forth in the style guide. Additional logos have a third line that contains either the name of the department or “California,” examples of which are set forth below:



- (c) Other Official City Insignia: In addition to that listed above, any “Other Official City Insignia” is any other intellectual property right owned by the City, including names of City facilities and logos designed by or for use on behalf of the City, and shall be filed with the City Clerk.

**Section 1-04.030. Custody and use of the official seal and other City insignia**

- (a) The City Clerk of the City of Santa Rosa shall have custody of the official seal, the logo, and all other official City insignia. The use of City insignia shall be for purposes directly connected with the official business of the City of Santa Rosa, its City Council, officers or departments, and for those matters expressly approved by the City Manager.
- (b) With the exception of uses of City insignia for purposes directly connected with official business of the City of Santa Rosa, it shall be unlawful for any person to use or allow to be used any reproduction or facsimile of the City Seal, Logo, or other official insignia, including any design so closely resembling the City Seal, Logo and other official insignia as to be apt to deceive without first having obtained the permission of the City Manager.
- (c) The names of City facilities shall be used in accordance with their official purposes and it shall be unlawful for any person to use or allow the name to be used for private purposes without first receiving written approval from the City.”

Section 2. Environmental Determination. The Council finds that the adoption and implementation of this ordinance are exempt from the provisions of the California Environmental Quality Act under section 15061(b)3 in that the Council finds there is no possibility that the implementation of this ordinance may have significant effects on the environment.

Section 3. Severability. If any section, subsection, sentence, clause, phrase or word of this ordinance is for any reason held to be invalid and/or unconstitutional by a court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance.

Section 4. Effective Date. This ordinance shall take effect on the 31<sup>st</sup> day following its adoption.

IN COUNCIL DULY PASSED this 16th day of July, 2013.

AYES: (4) Mayor Bartley, Council Members Olivares, Ours, Swinth

NOES: (2) Council Members Combs, Wysocky

ABSENT: (1) Vice Mayor Carlstrom

ABSTAIN: (0)