

**RESOLUTION NO. 6094(17)**

**A Resolution of the City Council of the City of Lompoc,  
County of Santa Barbara, State of California,  
Rescinding Resolutions No. 3170(82) and 4876(00)  
And All Previous Resolutions Relating to City Logos,  
Adopting Regulations for the Use of City Logos and Authorizing  
The City Manager, or Written Designee,  
To Approve the Design and Use of All City Logos**

**WHEREAS**, the City Council of the City of Lompoc (City) has previously adopted Resolutions No. 4876(00) and 3170(82), and other Resolutions related to City logos;

**WHEREAS**, the use of any City Logo results in according official status to the object bearing it; and, therefore, its misuse can be misleading to the public; and

**WHEREAS**, frequently requested use of the City Logo by groups independent of the City necessitates guidelines for the granting of permission for its use; and

**WHEREAS**, the properly regulated use of the City Logo by organizations generally representing the City and seeking the enhancement of the community are desirable.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF LOMPOC, CALIFORNIA, DOES HEREBY RESOLVE AS FOLLOWS:**

**SECTION 1.** Resolutions No. 3170(82) and 4876(00), and all previous resolutions related to a City Logo are hereby rescinded.

**SECTION 2.** The City Manager, and his/her written designee (Approving Authority), is hereby authorized to approve the design of each City Logo and its use, in accordance with this Resolution.

**SECTION 3.** The City Attorney is hereby authorized to take any and all necessary measures to protect the public and City against unapproved use of a City Logo, including seeking injunctive relief and is hereby directed to return to the Council with an amendment to the Lompoc Municipal Code to make use of any City Logo without the approval of the City Manager or the City Council an illegal activity.

**SECTION 4.** Permission to use a City Logo may be obtained by filing a written application with the City Clerk. The application shall include the name, address and phone number of the applicant, along with an explanation of the purpose of the use and length of time for that use. The applicant shall be charged a fee of \$250.00 when filing the application. The City Manager may waive the application and appeal fee if he/she determines, in his/her sole discretion, the public would be best served by the waiver of the fee and the applicant provides an important service to the community. The

Approving Authority shall provide a written decision on the application within 30 City working days after the City Clerk's receipt of a complete application and fee, if applicable. The Approving Authority may, in his or her sole discretion, approve, conditionally approve or deny the application. The Approving Authority's decision (other than if made by the City Manager) is appealable to the City Manager, if the appeal is filed within 5 days after the issuance of the decision and payment of an appeal fee of \$100.00. The decision of the City Manager, whether initially issued or issued on appeal, shall be final and not appealable to the City Council.

**SECTION 5.** Permission to use a City Logo shall be approved, conditionally approved or denied in accordance with the following standards:

- a. Use of each City Logo generally shall be limited to use by a non-profit organization with the primary purpose of representing the City in interaction with (i) City residents or (ii) individuals or non-profit organizations from other cities or regions that provide community benefitting services. Examples of that include, but are not limited to, a group involved in an athletic or cultural activity competing or performing as the sole representative from the Lompoc vicinity or a group seeking to promote the wellbeing of the community in the areas of economics, health, culture or similar issues, as determined by the City Manager.
- b. No City Logo shall be used to promote a business and shall not be used on or with any product designed for sale.
- c. No City Logo shall be used as part of any political campaign.
- d. Each City Logo may be used in a single activity or event, or a series of activities or events, but in no case for more than six months. The City Council shall be the approving authority for use of the City Logo on written documents, for periods longer than six months, and when direction from the Council is requested by the City Manager.
- e. If a City Logo is to be used on letterhead, newsletters, or similar written documents by an entity other than the City, then the document shall contain, in prominent type size and in close proximity to the Logo, a disclaimer in substantially the following form:

“This publication (document, newsletter, correspondence, etc.) is not an official publication of the City of Lompoc. Any views contained herein do not necessarily reflect an official position of the City of Lompoc or its governing body.”
- f. In granting permission for use, the Approving Authority may impose such other conditions as deemed necessary and proper.

**SECTION 6. Effective Date.** This Resolution is effective on the day of its adoption.

The foregoing Resolution was proposed by Council Member \_\_\_\_\_,  
seconded by Council Member \_\_\_\_\_, and was duly passed and  
adopted by the Council of the City of Lompoc at its regular meeting on February 7,  
2017, by the following vote:

AYES: Council Member(s):

NOES: Council Member(s):

ABSENT: Council Member(s):

\_\_\_\_\_  
Bob Lingl, Mayor  
City of Lompoc

ATTEST:

\_\_\_\_\_  
Stacey Haddon, City Clerk  
City of Lompoc