

Resolution of the Council of the City of Lompoc
County of Santa Barbara, State of California

Attachment No. 6

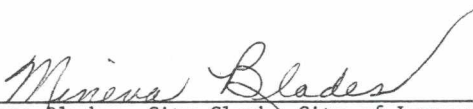
IN THE MATTER OF: REGULATION OF THE USE OF THE CITY
LOGO BY OUTSIDE GROUPS

NO. 3170(82)

I, Mineva Blades, City Clerk of the City of Lompoc, County of Santa Barbara, State of California, do hereby certify that the following resolution, proposed by Councilmember E. C. Stevens, seconded by Councilmember Andrew Salazar, was duly passed and adopted by the council of the City of Lompoc at a regular meeting thereof assembled this 7th day of September, 19 82, by the following vote, to-wit:

AYES: Councilmember: Charlotte Benton, Andrew Salazar, E. C. Stevens, Joe Valenica,
Mayor Tom Green
NOES: Councilmember: None
ABSENT: Councilmember: None

(SEAL)


Mineva Blades, City Clerk, City of Lompoc

WHEREAS, the City uses a drawing of a flower (hereinafter referred to as "The City Logo") as an emblem on its letterhead, building entrances, vehicles, business cards, and other City documents and equipment, a copy of which is attached as exhibit "A"; and

WHEREAS, the use of this Logo by the City has resulted in its acquiring identity as to the official status of the object bearing it and, therefore, its misuse could be misleading to the public; and

WHEREAS, recent requests for the use of the City Logo by groups independent of the City necessitate the development of guidelines for the granting of permission for its use; and

WHEREAS, the properly regulated use of the Logo by organizations generally representing the City and seeking the enhancement of the community may be desirable;

NOW, THEREFORE, The City Council of the City of Lompoc, California, does hereby resolve, determine, and order as follows:

SECTION 1. Unauthorized use of the City Logo is prohibited. In the event unauthorized use of the Logo is brought to his attention, the City Attorney is hereby authorized to take any and all necessary measures to protect the public, including seeking injunctive relief and, if appropriate, criminal action by the District Attorney's office for fraudulent conduct in violation of the State Penal Code.

SECTION 2. Requests for authorization to use the City Logo may be made by filing a request with the City Clerk. Such requests shall be governed by the following:

- a. In the event that the Logo is to be used on letterhead, newsletter or similar written document by an entity other than the City, the document shall contain, in prominent type size and in close proximity to the Logo, a disclaimer in substantially the following form:

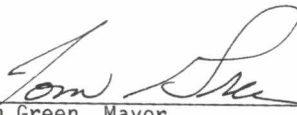
"This publication [document, newsletter, correspondence, etc.] is not an official publication of the City of Lompoc. Any views contained herein do not necessarily reflect an official position of the City"

Requests for use on written documents shall not be allowed unless specifically approved by the City Council.


- b. The Logo shall not be used to promote a business and shall not be used on any product designed for sale.

- c. Use of the Logo shall generally be limited to use by organizations involved in activities representing the City of Lompoc in interaction with individuals and/or similar groups from other cities and regions. Examples of this include, but are not limited to: (1) a group involved in an athletic or cultural activity competing or performing as the sole representative from the Lompoc vicinity; (2) a group seeking to promote the economic, cultural, etc. well being of the community.
- d. The Logo shall not be used as part of any political campaign.
- e. In granting permission for use, the approving authority shall impose such other conditions that are deemed necessary and proper.
- f. Approval of requests for authorization to use the City logo shall be made in the following manner:
 - 1) Except for requests to use the logo on documents, the City Administrator may, in his discretion, approve requests for authorization to use the City Logo when the use is consistent with the standards contained in this resolution and the use will be for a limited duration. Use for a limited duration, for the purposes of this provision, shall mean use in a single activity or event, or a series of activities or events, but in no case for longer than six (6) months.
 - 2) Requests for use of the Logo, on written documents, for a period exceeding six (6) months, or requests within the discretionary authority of the City Administrator that the City Administrator declines to approve shall be submitted to the City Council for consideration. Approval by the City Council shall be in accordance with these standards.

PASSED AND ADOPTED this 7th day of September, 1982.


Tom Green, Mayor
City of Lompoc

ATTEST:


Mineva Blades, City Clerk
City of Lompoc