RESOLUTION 2017-31

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BELL ESTABLISHING REGULATIONS FOR THE USE OF THE CITY SEAL AND CITY LOGO

WHEREAS, the City of Bell has not established guidelines and regulations for the use of the City Seal and City Logo; and

WHEREAS, in order to ensure that the City Seal and City Logo are utilized for appropriate circumstances only, and that unauthorized, deceptive, or fraudulent use is not allowed; and

WHEREAS, the use of the City Seal and 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 community groups results in the necessary guidelines for granting permission for its use.

NOW, THEREFORE, BE IT RESOLVED, DETERMINED, AND ORDERED BY THE CITY COUNCIL OF BELL AS FOLLOWS:

SECTION 1: The City Seal and City Logo shall only be used for the official business of the City of Bell, its City Council, commissions, officers or departments, except upon approval in accordance with this resolution.

SECTION 2: The City Manager, and his/her written designee, is hereby authorized to approve the use of the City Logo, in accordance with this resolution.

SECTION 3: Permission to use the City Seal and/or City Logo may be obtained by completing the “Use of City Seal and Logo Application” (Exhibit A) and submitting it to the City Clerk’s office for approval. The decision of the City Manager shall be final and not appealable to the City Council.

SECTION 4: Permission to use the City Seal and City Logo shall be approved, conditionally approved or denied in accordance with the following standards:

1. Use of the City Seal shall be limited to use by federal, state, county or any other municipal agency which has a direct and positive benefit to the residents of the city.
2. Use of the City Logo shall be limited to use by a non-profit organization with the primary purpose of (1) a direct benefit to the residents of the city or (2) individuals or non-profit organizations from other cities or regions that provide community benefitting services.
3. No City Seal or City Logo shall be used to promote a business or the sale of any product or service.
4. No City Seal or City Logo shall be used as part of any political campaign.
5. 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 that states the following:

"This publication is not an official publication of the City of Bell. Any views contained herein do not necessarily reflect an official position of the City of Bell or the City Council"

6. In granting permission the approving authority may set other requirements if deemed necessary and appropriate.

SECTION 5. This Resolution shall take effect immediately upon its adoption.

PASSED, APPROVED AND ADOPTED THIS 24TH DAY OF MAY, 2017.

Fidencio Joel Gallardo, Mayor

APPROVED AS TO FORM:

David Aleshire, City Attorney

CERTIFICATE OF ATTESTATION AND ORIGINALITY

I, Angela Bustamante, City Clerk of the City of Bell, hereby attest to and certify that the foregoing resolution is the original resolution adopted by the Bell City Council at its regular meeting held on the 24th day of May, 2017, by the following vote:

AYES: Councilmembers Romero, Saleh, Mayor Pro Tem Quintana and Mayor Gallardo

NOES: Councilmember Valencia

ABSENT: None

ABSTAIN: None

Angela Bustamante, City Clerk