

CITY OF CORAL GABLES, FLORIDA

RESOLUTION NO. 2007-228

**A RESOLUTION OF THE CITY COMMISSION OF CORAL GABLES
AMENDING RESOLUTION NO. 2004-226 ESTABLISHING A POLICY FOR
THE USE OF THE CITY OF CORAL GABLES SEAL.**

WHEREAS, the City of Coral Gables is one of the oldest and most historic cities in the State of Florida; and

WHEREAS, the City of Coral Gables is known for its strong cultural, historical, aesthetic and residential communities; and

WHEREAS, the City Seal represents the City of Coral Gables and its emblem; and

WHEREAS, Resolution No. 2004-226 created a policy for the use of the City of Coral Gables Seal that required City Commission approval; and

WHEREAS, the City Commission requested that the use of the City Seal be administratively approved by the City Manager with established guidelines;

NOW, THEREFORE, BE IT RESOLVED BY THE COMMISSION OF THE CITY OF CORAL GABLES, FLORIDA:

SECTION 1. The foregoing "Whereas" clauses are hereby ratified and confirmed as being true and correct and are hereby made a specific part of this Resolution upon adoption hereof.

SECTION 2. The recitals and findings contained in the Preamble of this Resolution are hereby adopted by reference thereto and incorporated herein as if fully set forth in this section.

SECTION 3. The City Desires to set forth general terms and conditions for use of the City Seal as follows:

- a. Request and Approval.** All use of the City Seal requires a request to the City Manager identifying:
 1. The name and type of organization;
 2. The address of the organization including locations in Coral Gables
 3. The length of time the organization intends to use the Seal
 4. The City department or event for which the seal will be used; and
 5. All material, products or media on which the Seal will be used.
- b.** Upon approval of appropriate uses of the City Seal by the City Manager or designee, the City shall issue documentation authorizing use of the City Seal for the particular circumstance.

- c. No alterations. The City Seal shall not be modified, altered or changed in any way. Reproductions of the City Seal shall be of uniform shape and design, contain the same words, contain the same picture, and the color shall be consistent in each use of the Seal. Prior to the publication or dissemination of the intended use the applicant shall receive written approval from the City of Coral Gables of the camera ready proofs in proper PMS color.
- d. Used to identify the municipal government of Coral Gables. Use of the City Seal shall be limited to identifying the City of Coral Gables as a municipal entity (as opposed to the community). Only such use of the City Seal will be allowed as is necessary to designate the City of Coral Gables. Repetitive occurrences of the City Seal on each individual material, product, or medium are not permitted.
- e. No implication of affiliation. When the City Manager approves the use of the City Seal by other entities the following shall apply: The use of the City Seal shall not be so as to imply, confuse or mislead one to believe that the non-City organization is affiliated with or sponsored by the City. Non-affiliation may be indicated by space between the City Seal only to indicate that an organization is located in the City.
- f. City use and officially sanctioned City events. The City Seal may be used by the City and in connection with officially sanctioned City events. Such use shall be in accordance with the above general terms and conditions for use of the City Seal and include the request for approval.

City use shall include:

- (a) Regular and consistent use in connection with City Business, officially sanctioned City events and City-sponsored events.
- (b) Letterhead, stationary, and brochures produced by or for the City.
- (c) Local civic government organizations' promotional materials where sponsored by and approved by the City of Coral Gables.
- (d) City property.

g. Maintaining the City Seal

The City Seal shall be registered as a federal trademark with the United States Patent and Trademark Office.

- 2. As the Seal is used in connection with various materials and events, documents and samples evidencing the use of the City Seal shall be provided to the City Attorney and/or to outside intellectual property counsel to be maintained in counsel's files so that ongoing use can be documented as necessary to maintain and to protect and enforce the City's rights in the Seal, and its trademark registrations.
- h. Not-for-Profit organizations. The City Seal may be used by not-for-profit organizations in specified circumstances as approved by the City Manager. Such use shall be in accordance with the above general terms and conditions for the use of the City Seal and approval of request:

Specific allowable uses of the City Seal by not-for-profit organizations where the City has approved use of the City Seal are:

- (a) Use of the City Seal in connection with an event, program, or festival sponsored by Coral Gables under the City's Cultural Grants Program guidelines.
- (b) Use of the City Seal in connection with an event, program, or festival taking place in Coral Gables.

2. Only organizations which receive City funding or are part of City-sponsored events.
3. Approval may be revoked by the City Manager at any time as appropriate and in the best interest of the City of Coral Gables.

SECTION 4. That said resolution shall become effective upon the date of its passage and adoption herein.

PASSED AND ADOPTED THIS NINTH DAY OF OCTOBER, A.D., 2007.

(Moved: Anderson/ Seconded: Withers)

(Yea: Withers, Anderson, Slesnick)

(Absent: Kerdyk, Cabrera)

(Majority (3-0) Vote)

(Agenda Item: C-3)

APPROVED



DONALD D. SLESNICK II
MAYO

ATTEST



WALTER L. FOEMAN
CITY CLERK

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY:



ELIZABETH M. HERNANDEZ
CITY ATTORNEY