

CITY OF CORAL GABLES, FLORIDA

RESOLUTION NO. 2004-226

A RESOLUTION AUTHORIZING 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 is its emblem; and

WHEREAS, the City wishes to implement policies for requesting approval for use of the City Seal by outside entities;

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

SECTION 1. 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 2. 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, 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 their proper PMS color.
- d. Used to identify the City 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 Commission approves the use of the City Seal by other entities the following shall apply: The use of City Seal shall not be so as to imply, confuse or mislead one to believe a the non-City organization is affiliated with or sponsored by the City. Non-affiliation may be indicated by space between the City Seal and any extraneous text or pictures so that it is apparent the City Seal is separate and apart from the other text or pictures. Non-affiliation with the City may also be demonstrated by using 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.
 - 1. 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 City Seal:

1. 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 Commission. Such use shall be in accordance with the above general terms and conditions for use of the City Seal and approval of request:

1. Specific allowable uses of the City Seal by not-for-profit organizations where the City Commission 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 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. Any other approvals shall be on a 4/5 (four-fifths) vote of the City Commission.
4. Approval may be revoked by the City Commission at any time as the City Commission may deem appropriate and in the best interest of Coral Gables by a 4/5 (four-fifths) vote.

i. Commercial Entities. The City Seal shall not be used by any entity except as approved by the City Commission.

SECTION 3. Said Resolution shall become effective on the date of its passage herein.

PASSED AND ADOPTED ON THIS NINTH DAY OF NOVEMBER, A.D., 2004.
(Moved: Kerdyk/Seconded: Anderson)
(Withers, Anderson, Cabrera, Kerdyk, Slesnick)
(5/0 Vote)
(Agenda Item I-2)

DONALD D. SLESNICK II
MAYOR

ATTEST:

WALTER J. FOEMAN
CITY CLERK

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY:

ELIZABETH M. HERNANDEZ
CITY ATTORNEY