

**RESOLUTION No. 13-141**

**A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF  
THE CITY OF DORAL, FLORIDA ESTABLISHING GUIDELINES  
FOR THE USE OF THE CITY'S LOGO AND SEAL; AND  
PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, the purpose of this Resolution is to establish policies and guidelines for requesting permission to use the Logo or Seal of the City of Doral (the "City"); and

**WHEREAS**, these policies and guidelines are given with the intent on maintaining the high quality of the Logo and Seal, safeguarding the established prestige and goodwill related to the Logo and Seal, and maintaining the City's trademarks and copyright protection for the Logo and Seal; and

**WHEREAS**, these guidelines shall be used to assure that City residents and visitors can easily identify publications, documents, and other materials produced, sponsored by or associated with the City; and

**WHEREAS**, use of the Logo and Seal are reserved for official City use only, on official documents that require application of the Logo or Seal, subject to the limited exceptions and guidelines set forth herein.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AS FOLLOWS:**

Section 1. Recitals. The above recitals are true, correct, and incorporated herein by this reference.

Section 2. City Use of Logo and Seal. The Logo and Seal may be used by the City elected Officials and City employees for:

- a. Officially sanctioned events.
- b. Regular business activities, including but not limited to executing and

acknowledging written instruments such as contracts, deeds, or other documents on behalf of the City.

c. Officially sanctioned City events and City-sponsored events.

d. Official letterhead, stationary, mailings, emails, brochures, posters, notices, communiques and publications for use during or in connection with the City's regular business, City events, or City sponsored events or Councilmember communications.

e. Other documents or materials that may have legal or ceremonial significance, such as proclamations, reports or documents required by the City's charter or ordinances, such as the City Budget, plaques or other honorary items presented by the Mayor or City Council.

f. In connection with displays on City Property.

The City, its agencies, departments, instrumentalities, quasi-judicial and advisory bodies, when acting within the scope of their official capacities, need not obtain Council approval for authorized uses of the Logo or Seal.

Section 3. Not-for-Profit Organizations' Use of Logo or Seal. Subject to the approval procedures and use guidelines set forth below, the Logo or Seal *may* be used by not-for-profit organizations.

a. In connection with an event or program sponsored or officially sanctioned by the City.

b. In connection with an event or program taking place in the City.

Section 4. Commercial Entities' Use of the Logo or Seal. A "commercial" entity shall mean any entity that is not the City or a not-for-profit organization, and may include individuals, firms, corporations, companies, or any other legal entity. As a general rule, the Logo and Seal shall not be used by any commercial entity, for any purpose, unless specifically authorized by the Council. A limited exception to the general rule is when a commercial entity is conducting business in conjunction with, or officially sanctioned by the City. The ability to conduct business in the City, alone, shall not constitute sufficient grounds to use the Logo or Seal.

Section 5. Request for Use of the Logo or Seal. Requests for the authorized use of the Logo or Seal must be made to the Council, in writing, at least sixty (60) days prior to the intended date of publication or use. The request must set forth, in detail, the following information:

- The name of the department, organization, company, or group requesting the use of the Logo or Seal.
- Whether the requesting entity is governmental, commercial, or not-for-profit.
- The address of the entity requesting the use of the Logo or Seal.
- The name, phone number, and email address of the requesting entities representative.
- A description and/name of the 'event' or purpose for which the Logo or Seal is being requested.

- The intended use of the Logo or Seal and manner in which it will be displayed (e.g., brochures, posters, mailings, banners, e-mails, or products).
- The intended length of use of the Logo or Seal (i.e., one-time use, repeat mailings, multiple day display, or reoccurring campaign).
- The Council reserves the right to request clarification or additional details about the requested use of the Logo or Seal prior to giving written approval.

Section 6. Approval of Requests. The Council, in its sole discretion, and in accordance with the standards and procedures set forth herein, shall determine whether to approval requests for use of the Logo or Seal. Upon approval by the Council, the City Manager shall, in writing, notify the applicant that the request has been approved, subject to any conditions or restrictions imposed by the Council.

Section 7. General Restrictions and Standards for the Use of the Logo and Seal. The Logo and Seal cannot be redesigned, altered, modified, distorted, animated, redrawn, or re-proportioned for any purpose, or in any manner. Prior to reproduction, a proof of the Logo or Seal, in the format so designed and intended to be used, must be approved, in writing, by the Council. The Seal shall be used to identify the City proper, and not any particular area, neighborhood, subdivision, or locale of the City. The following general restrictions and standards shall apply to the use of the Logo or Seal:

- The approved use of the Seal is not intended to, and does not create a partnership or agency agreement.

- Unless the City is an official sponsor of the activity for which the Logo or Seal is to be used, the approved applicant must take all reasonable and necessary measures requested by the City to ensure that the use of the Logo or Seal does not imply or mislead one to believe that the applicant is: 1) affiliated with 2) sponsored by, 3) in partnership with, or 4) an agent of the City.
- An entity's official trademark, logo, slogan, text, or picture shall not be displayed in direct proximity to the Logo or Seal, so that the Logo or Seal shall be reasonably viewed as separate, distinct, and unrelated.
- The approved applicant shall take all reasonable and necessary steps requested by the City to prevent or avoid any misuse of the Logo or Seal.
- The approved applicant shall avoid using the Logo or Seal in any way or for any purpose, which the City, in its sole discretion, determines, has or could have an adverse impact of the City's reputation or interests.
- Approval may be revoked at any time if the Council determines that an approved application has violated the guidelines or policies.
- The size of any reproduction of the Logo or Seal shall not be less than two (2) inches in diameter.

- Unless specifically approved by the Council, reproduction of the Logo or Seal shall be done in black as a one color image.

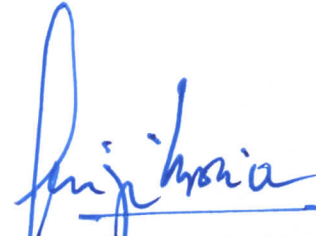
Section 8. Prohibited Use of Logo or Seal. The Logo and Seal shall not be used by *any* candidate for public office for *any* campaign purposes; nor shall the Logo or Seal shall be used to simulate the official Logo or Seal of the City or the stationary of a real or fictitious agency, department, or instrumentality of the City without the express written consent and approval of the Council. The unauthorized use of the Seal is a second degree misdemeanor, punishable as provided in F.S. §§ 775.082 and 775.083.

Section 9. Effective Date. This Resolution shall take effect immediately upon adoption.

The foregoing resolution was offered by Councilwoman Rodriguez Aguilera who moved its adoption. The motion was seconded by Councilmember Rodriguez and upon being put to a vote, the vote was as follows:

Mayor Luigi Boria	Yes
Vice Mayor Christi Fraga	Yes
Councilwoman Ana Maria Rodriguez	Yes
Councilwoman Bettina Rodriguez Aguilera	Yes
Councilwoman Sandra Ruiz	Yes

PASSED and ADOPTED this 11<sup>th</sup> day of December, 2013.



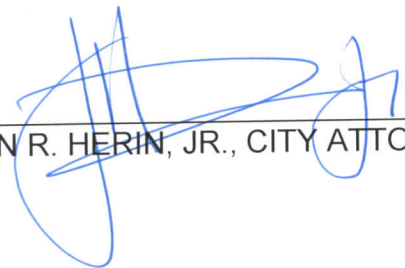
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LUIGI BORIA, MAYOR

ATTEST:



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BARBARA HERRERA, CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY FOR THE USE  
AND RELIANCE OF THE CITY OF DORAL ONLY:

  
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JOHN R. HERIN, JR., CITY ATTORNEY