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The City Council of the City of Riverside does ordain as follows:

Section 1:      PURPOSE.      The purpose of Chapter 1.04 is to specify the permissible uses of the Official City of Riverside Seal, motto, logos, emblems, website banner, and other Official City Insignia and prohibit their use for private purposes without first receiving written approval from the City.

Section 2:      AUTHORITY.      This ordinance is adopted pursuant to Article 11, sections 5(a) and 7 of the California Constitution and Sections 200 and 202 of The Charter of the City of Riverside.

Section 3:      RMC Chapter 1.04 is hereby amended as follows:

A new sub-section 1.04.020 (d) be added as follows: “City Council emblem: The City Council emblem approved and authorized by the City Council on May 5, 2015. The emblem consists of a circular blue banner rimmed with gold on both the inside and outside of the banner. Within the blue banner are the words “CITY COUNCIL” and “CITY OF RIVERSIDE” separated by two gold diamond shapes, one each on the left side and the right side of the banner. Within the space inside encircled by the banner are seven equally spaced gold stars and a gold Raincross symbol sitting atop a mission bell in the center of the space.”

Current sub-sections 1.04.020 (d) and (e) are re-lettered to read: “1.04.020 (e) and (f)”, respectively.

The words “City Council emblem” are added to sub-section 1.04.030 (a) to read as follows: “The City Clerk of the City of Riverside shall have custody of the official seal, the City Council emblem, the City of Riverside website banner, emblems, and all other City logos or insignia (hereinafter “City Insignia”). The use of City Insignia shall be for the purposes directly connected with the official business of the City of Riverside, its City Council, officers or departments, and for those matters expressly approved by the City Council.

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1 banner are seven equally spaced gold stars and a gold Raincross symbol sitting atop a  
2 mission bell in the center of the space.

3 ~~(d)~~(e) City of Riverside website banner: The City of Riverside website banner shall be the  
4 picture that appears across the top of the City's Official Website.  
5 <http://www.riversideca.gov>.

6 ~~(e)~~(f) Other Official City Insignia: In addition to that listed above, Other Official City  
7 Insignia shall be any other intellectual property right owned by the City, including the  
8 names of City facilities. (Ord. 7182 § 2, 2012)

9  
10 **1.04.030 Custody and use of official seal and other City insignia.**

11 (a) The City Clerk of the City of Riverside shall have custody of the official seal, the City  
12 Council emblem, the City of Riverside website banner, emblems, and all other City logos  
13 or insignia (hereinafter "City Insignia"). The use of City Insignia shall be for the purposes  
14 directly connected with the official business of the City of Riverside, its City Council,  
15 officers or departments, and for those matters expressly approved by the City Council.

16 (b) With the exception of uses of City Insignia for purposes directly connected with the official  
17 business of the City of Riverside, it shall be unlawful for any person to use or allow to be  
18 used any reproduction or facsimile of City Insignia, including any design so closely  
19 resembling the City Insignia as to be apt to deceive without first having obtained the  
20 permission of the City Council therefor.

21 (c) The names of City facilities shall be used in accordance with their official purposes and it  
22 shall be unlawful for any person to use or allow the name to be used for private purposes  
23 without first receiving written approval from the City. (Ord. 7229 § 2, 2013; Ord. 7182 §  
24 2, 2012)

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26 **1.04.040 Severability.**

27 If any provision, clause, sentence or paragraph of this chapter or the application thereof to any  
28 person or circumstance shall be held invalid, such invalidity shall not affect the other provisions or

1 applications of the provisions of this Chapter which can be given effect without the invalid provisions  
2 or application and, to this end, the provisions of this chapter are declared to be severable. (Ord. 7182  
3 § 2, 2012)

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5 Section 5: The City Council has reviewed the matter and, based upon the facts and  
6 information contained in the staff reports, administrative record, and written and oral testimony,  
7 hereby finds that this ordinance is not subject to CEQA pursuant to Sections 15060(c)(2), 15060(c)(3)  
8 and/or 15061(b)(3) of the State CEQA Guidelines, California Code of Regulations, Title 14, Chapter  
9 3, in that it will not result in a direct or reasonably foreseeable indirect physical change in the  
10 environment nor have a significant impact on the environment.

11 Section 6: The City Clerk shall certify to the adoption of this ordinance and cause publication  
12 once in a newspaper of general circulation in accordance with Section 414 of the Charter of the City  
13 of Riverside. This ordinance shall become effective on the 30th day after the date of its adoption.

14 ADOPTED by the City Council this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

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16 \_\_\_\_\_  
17 Mayor of the City of Riverside

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19 Attest:

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22 \_\_\_\_\_  
23 City Clerk of the City of Riverside

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26 I, Colleen J. Nicol, City Clerk of the City of Riverside, California, hereby certify that the  
27 foregoing ordinance was duly and regularly introduced at a meeting of the City Council on the  
28 \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, and that thereafter the said ordinance was duly and

1 regularly adopted at a meeting of the City Council on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_,  
2 by the following vote, to wit:

3 Ayes:

6 Noes:

8 Absent:

10 Abstain:

13 IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the  
14 City of Riverside, California, this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

17 \_\_\_\_\_  
18 City Clerk of the City of Riverside