ORDINANCE NO.

AN ORDINANCE OF THE CITY OF RIVERSIDE, CALIFORNIA, AMENDING CHAPTER 1.04 OF THE RIVERSIDE MUNICIPAL CODE, CUSTODY AND USE OF OFFICIAL SEAL AND OTHER INSIGNIA

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

PURPOSE. The purpose of Chapter 1.04 is to specify the permissible uses Section 1: 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.

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

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. 22

23 The words "City Council emblem" are added to sub-section 1.04.030 (a) to read 24 as follows: "The City Clerk of the City of Riverside shall have custody of the official seal, the City 25 Council emblem, the City of Riverside website banner, emblems, and all other City logos or insignia 26 (hereinafter "City Insignia"). The use of City Insignia shall be for the purposes directly connected 27 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.

28 CITY ATTORNEY'S OFFICE 3900 MAIN STREET RIVERSIDE, CA 92522 (951) 826-556

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1	Section 4:				
2	Chapter 1.04				
3					
4	CUSTODY AND USE OF OFFICIAL SEAL AND OTHER INSIGNIA				
5	Sections:				
6					
7	1.04.010 Purpose.				
8	1.04.020 Definitions.				
9	1.04.030 Custody and use of official seal and other City insignia.				
10	1.04.040 Severability.				
11					
12	Section 1.04.010 Purpose.				
13	The purpose of this ordinance is to specify the permissible uses for the use of the official seal				
14	and other official insignia of the City of Riverside. (Ord. 7182 § 2, 2012; Prior code § 1.9)				
15					
16	1.04.020 Definitions.				
17	(a) Official seal: The seal of the City of Riverside is as adopted by the Mayor and City Council				
18	on April 14, 1936 by Resolution No 3003.				
19	(b) City motto: The motto of the City of Riverside shall be "the City of Arts & Innovation."				
20	(c) City logo: A square box in which a smaller box is shifted to the upper-left corner. Within				
21	the smaller box is the Raincross symbol sitting atop a mission bell. Below the smaller box				
22	are the words "CITY OF RIVERSIDE" with two stylized R's. Directly below the square				
23	box is the City's Motto: "City of Arts & Innovation" in perpetual italic font.				
24	(c)(d) City Council emblem: The City Council emblem approved and authorized by the City				
25	Council on May 5, 2015. The emblem consists of a circular blue banner rimmed with gold				
26	on both the inside and outside of the banner. Within the blue banner are the words "CITY				
27	COUNCIL" and "CITY OF RIVERSIDE" separated by two gold diamond shapes, one				
28	each on the left side and the right side of the banner. Within the space encircled by the				
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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)				
25					
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				

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

Attest:

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

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

ADOPTED by the City Council this _____ day of _____, 20____.

Mayor of the City of Riverside

City Clerk of the City of Riverside

1	I, Colleen J. Nicol, City Cler	k of the City of Riversic	le, California, hereby cer	tify that the	
2	foregoing ordinance was duly and r	egularly introduced at a	meeting of the City Con	uncil on the	
3	day of,	20, and that thereaft	ter the said ordinance w	as duly and	
4	regularly adopted at a meeting of the	City Council on the	day of	, 20,	
5	by the following vote, to wit:				
6	Ayes:				
7					
8					
9	Noes:				
10					
11	Absent:				
12					
13	Abstain:				
14					
15					
17	IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the				
16	in wriness whereor, i	have hereunto set my hai	nd and affixed the officia	l seal of the	
16 17	City of Riverside, California, this	-		l seal of the	
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