

**ORDINANCE NO. 20-1411**

**AN ORDINANCE OF THE CITY OF HERMOSA BEACH, CALIFORNIA, ADDING CHAPTER 1.06 (OFFICIAL SEAL AND LOGO OF THE CITY) TO TITLE 1 (GENERAL PROVISIONS) OF THE HERMOSA BEACH MUNICIPAL CODE TO REGULATE THE USE OF THE OFFICIAL SEAL AND LOGO OF THE CITY; AND AMENDING CHAPTER 2.08 (ELECTIONS) IN TITLE 2 (ADMINISTRATION AND PERSONNEL) TO REPEAL PROVISIONS RELATING TO THE USE OF THE OFFICIAL SEAL OF THE CITY**

**The City Council of the City of Hermosa Beach does ordain as follows:**

**SECTION 1.** Chapter 1.06 (Official Seal and Logo of the City) is added to Title 1 (General Provisions) of the Hermosa Beach Municipal Code is added to read as follows:

**CHAPTER 1.06 OFFICIAL SEAL AND LOGO OF THE CITY**

**Sections:**

1.06.010 - City seal.

1.06.020 - City logo.

1.06.030 - Use of City seal.

1.06.040 - Use of City logo.

1.06.050 - Manufacture and sale of souvenirs and decorative items.

1.06.060 - Use of City seal and logo for political campaign prohibited.

1.08.070 - Custodian of City seal and logo.

1.08.080 - Penalty.

**1.06.010 - City seal.**

The official seal of the City of Hermosa Beach shall be in the form of a circle approximately one and one-half inches in diameter, the face of which is substantially as set forth below:



**1.06.020 - City logo.**

The official logo of the City of Hermosa Beach shall be in the form of a circle approximately one and one-half inches in diameter, the face of which is substantially as set forth below:



**1.06.030 - Use of City seal.**

A. The City seal is the property of the City of Hermosa Beach. The impression of the City seal shall be made and used upon official documents executed by the City or its duly authorized officials and upon official legislative body materials.

B. It shall be unlawful for any person to make, reproduce, manufacture, display, or use the City seal, or its design or any design so closely resembling the same as to be apt to deceive or be reasonably mistaken for in any way the City seal, for any purpose other than for the official business of the City.

**1.06.040 - Use of City logo.**

1           A.     The City logo is the property of the City of Hermosa Beach. The City logo  
2 is, and has been, established and designated to identify official City events and programs.

3           B.     It shall be unlawful for any person to make, reproduce, manufacture, display, or use  
4 the City logo, or its design or any design so closely resembling the same as to be apt to  
5 deceive or be reasonably mistaken for in any way the City logo, for any purpose other than  
6 for official City business, a City-sponsored event or program, or a City-endorsed event or  
7 program, without approval of the City Council.

8  
9 **1.06.050 - Manufacture and sale of souvenirs and decorative items.**

10           Nothing in this chapter shall prevent a person from manufacturing or selling non-  
11 documentary objects, such as souvenirs or decorative items, bearing the City logo as part of  
12 the design, provided that such person undertakes such activity pursuant to agreement with  
13 the City, approved by the City Council, containing such requirements and limitations as the  
14 City Council shall deem appropriate to assure that such use of the City logo is in good taste  
15 and in the best interests of the City of Hermosa Beach.

16  
17 **1.06.060 - Use of City seal and logo for political campaign prohibited.**

18           No person or campaign committee shall use the City seal or logo, or its design or  
19 any design so closely resembling the same as to be apt to deceive or be reasonably  
20 mistaken for in any way the City seal or logo, for purposes of supporting or opposing the  
21 nomination or election of any person to any City or other public office, or for purposes of  
22 supporting or opposing any ballot measure, nor include such City seal or logo on any  
23 writing distributed for purposes of influencing the action of the electorate, or any part  
24 thereof, in any election. This section shall not be applicable to writings issued by the City  
25 of Hermosa Beach or the City Council as a whole pursuant to law.

26  
27 **1.08.070 - Custodian of City seal and logo.**

28           The City Clerk of the City of Hermosa Beach shall be the official custodian of the  
official seal and logo of the City.

**1.08.080 - Penalty.**

Any person or persons violating the provisions of this Chapter shall be guilty of a  
misdemeanor and subject to punishment in accordance with Chapter 1.04 of the Hermosa  
Beach Municipal Code. Each and every day during any portion of which the provisions of  
this chapter are violated shall constitute a separate offense and may be punished  
accordingly.

**SECTION 2.** Section 2.08.030 (Endorsements and Seals) of Chapter 2.08 (Elections) of  
Title 2 (Administration and Personnel) of the Hermosa Beach Municipal Code is amended as  
follows:

**2.08.030 Endorsements and seals.**

A. No person shall issue any campaign literature or material to the public during an election which claims or implies any endorsement of a candidate without filing with the city clerk his affidavit, signed under penalty of perjury, that he has obtained the written consent of such person whose endorsement is claimed or implied.

B. No person shall in any manner, on any campaign literature or material, make use of the official seal of the city, or any facsimile or likeness of the seal

**SECTION 3.** This Ordinance was assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. The City Council hereby finds that under Section 15061(b)(3) of the State CEQA Guidelines, this Ordinance is exempt from the requirements of CEQA because it can be seen with certainty that the provisions contained herein would not have the potential for causing a significant effect on the environment.

**SECTION 4.** This ordinance shall take effect thirty days after its passage and adoption pursuant to California Government Code section 36937.

**SECTION 5.** Prior to the expiration of fifteen (15) days after the date of its adoption, the City Clerk shall cause this Ordinance to be published in the Easy Reader, a weekly newspaper of general circulation published and circulated, in the City of Hermosa Beach in the manner provided by law.

**SECTION 6.** The City Clerk shall certify to the passage and adoption of this Ordinance, shall enter the same in the book of original Ordinances of said city, and shall make minutes of the passage and adoption thereof in the records of the proceedings of the City Council at which the same is passed and adopted.

**PASSED, APPROVED and ADOPTED this 23rd day of June, 2020.**

DocuSigned by:

Mary Campbell (Mayor)

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**PRESIDENT** of the City Council and **MAYOR** of the City of Hermosa Beach, California

**ATTEST:**

DocuSigned by:

Eduardo Sarmiento

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Eduardo Sarmiento, City Clerk

**APPROVED AS TO FORM:**

DocuSigned by:

Michael Jenkins

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Michael Jenkins, City Attorney

State of California       )  
County of Los Angeles    )       ss  
City of Hermosa Beach    )

July 07, 2020

**Certification of Council Action**

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**ADDING CHAPTER 1.06 (OFFICIAL SEAL AND LOGO OF THE CITY) TO  
TITLE 1 (GENERAL PROVISIONS) OF THE HERMOSA BEACH MUNICIPAL  
CODE TO REGULATE THE USE OF THE OFFICIAL SEAL AND LOGO OF  
THE CITY; AND AMENDING CHAPTER 2.08 (ELECTIONS) IN TITLE 2  
(ADMINISTRATION AND PERSONNEL) TO REPEAL PROVISIONS  
RELATING TO THE USE OF THE OFFICIAL SEAL OF THE CITY**

I, Eduardo Sarmiento, City Clerk of the City of Hermosa Beach do hereby certify that the  
above and foregoing Ordinance 20-1411 was duly approved and adopted by the City  
Council of said City at its regular meeting thereof held via teleconference on the **23rd**  
**day of June, 2020** and passed by the following vote.

**AYES:       COUNCILMEMBERS ARMATO, DETOY, FANGARY, MAYOR  
              PROTEMPORE MASSEY, MAYOR CAMPBELL**

**NOES:       NONE**

**ABSTAIN:   NONE**

**ABSENT:    NONE**

  
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Eduardo Sarmiento,  
City Clerk