

From: Myra Maravilla <mmaravilla@hermosabeach.gov>

Sent: Thursday, October 20, 2022 12:15 PM

To: Matt McCool <mccool.matt@gmail.com>

Cc: Michael Jenkins <Michael.jenkins@bbklaw.com>; Sirinya Matute <smatute@hermosabeach.gov>

Subject: Use of City Logo in Campaign Materials

Hello Matt,

It has come to my attention that your campaign logo violates our municipal code governing the use of our city's logo. Please remove your logo from all campaign materials and verify with my office that they have been removed. I included a side-by-side comparison of our logo and yours, showing that the design closely resembles ours.

Relevant part of code: [Document Viewer | Municipal Code \(encodeplus.com\)](#)

It shall be unlawful for any person to make, reproduce, manufacture, display, or use the city logo, 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 logo, for any purpose other than for official city business, a city-sponsored event or program, or a city-endorsed event or program, without approval of the city council. (Ord. 20-1411 §1 (part), 2020)

Please feel free to contact me with any questions or concerns about this email communication.





Justin

☒ **MASSEY**

for **CITY**
COUNCIL







The

Hermosa Bee