

AN ORDINANCE AMENDING CHAPTER 1.06 (OFFICIAL SEAL AND LOGO OF THE CITY) OF THE HERMOSA BEACH MUNICIPAL CODE TO REGULATE THE USE OF CITY INSIGNIA



BACKGROUND

- In June 2020, the City adopted Chapter 1.06 of the Hermosa Beach Municipal Code approving a refreshed City logo and establishing uses and regulations for the City seal and new City logo.
- Since that time, the City has incorporated refreshed logo in official communications.
- City has also developed City insignia to identify City programs, events, and projects.



EXAMPLE OF CITY INSIGNIA



NEWER EXAMPLES OF CITY INSIGNIA



**Housing
Element Update**



**Bike Safety
Campaign**



**Buy Local
Campaign**



PROTECTING CITY LOGO, SEAL & INSIGNIA

- **Thoughtful Partnership**

- Education & Two-Way Collaboration for Mutual Agreement - *Preferred*
- Administrative Citation
- Misdemeanor

- **Monitoring**

- Staff Observations
- Community Reports



REQUESTING LOGO USE

- Visit hermosabeach.gov/logo
- Contact City Manager's Office
- Requirements include:
 - Specify purpose for using City logo
 - City maintains list of authorized users
 - Requires approval of artwork with City logo



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