

RESOLUTION NO. 19-0024

A RESOLUTION OF THE MANHATTAN BEACH CITY
COUNCIL ESTABLISHING AN OFFICIAL CITY LOGO
FOR THE CITY OF MANHATTAN BEACH

RECITALS

WHEREAS, Manhattan Beach has used a variety of approaches to promote and brand itself resulting in disparate marks, logos, color schemes and messages, city-wide, that are inconsistent and confusing to residents, visitors, and businesses;

WHEREAS, the Manhattan Beach City Council desires to adopt an official logo to facilitate the process of creating a unique brand for Manhattan Beach and communicating that brand to the public;

WHEREAS, the intention of the official City logo is to capture the spirit of the Manhattan Beach community in a way that resonates with residents and is attractive to businesses and visitors while complementing the City's existing City seal; and

WHEREAS, the consistent use of the image by all City Departments will serve to limit the proliferation of logos and symbols.

**NOW THEREFORE, THE MANHATTAN BEACH CITY COUNCIL HEREBY
RESOLVES AS FOLLOWS:**

SECTION 1. The City Council hereby adopts the graphic attached "Exhibit A" as the official Manhattan Beach logo ("City Logo" hereinafter).

SECTION 2. The City Manager is directed to develop standards for the use of the logo within 60 days of passage of this resolution subject to the following sections.

SECTION 3. The City Logo shall be used only for the business of the City. The City Logo may appear on: marketing and promotional materials; City buildings, parks signage and other properties that may promote the City; and other equipment, facilities and items that the City desires to identify as being City owned or operated.

SECTION 4. To avoid confusion, the City Logo should be used consistently and in a unified manner.

SECTION 5. The City Logo shall not be used by, or in connection with, any political campaign. The use of the City Logo on any political campaign literature, sign, or other printed, electronic, or televised message is hereby strictly

prohibited. Any violation of this provision is an improper and unauthorized use and any person(s) using the City Logo for political or campaign purposes may be cited.

SECTION 6. With the written permission of the City Manager or their designee, the City Logo may be used by outside entities for promotion of special events when the City co-hosts, sponsors, or plays an active role in the conduct or sponsorship of the event.

SECTION 7. With the written permission of the City Manager or their designee, outside entities may collaborate with the City to use the City Logo for merchandise.

SECTION 8. The City Council hereby authorizes the City Manager to take all necessary steps, including hiring legal counsel, to apply for and obtain a trademark from the United States Patent and Trademark Office for the City Logo.

SECTION 9. The City Clerk shall certify to the passage and adoption of this resolution.

ADOPTED on March 6, 2019.

AYES:
NOES:
ABSENT:
ABSTAIN:

STEVEN A. NAPOLITANO
Mayor

ATTEST:

LIZA TAMURA
City Clerk

Exhibit A

