

**CHAPTER 1.16
CITY SEAL AND LOGOS**

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1.16.010 Form of City Seal: The corporate seal of the city shall be a metallic, circular device on which shall be engraved and embossed the words “The City of Moses Lake, Washington” “Incorporated Sep. 19, 1938” encircling the words “Seal,” which device shall be capable of making an impression of the words on paper. (Ord. 2147, 12/23/03)

1.16.020 Forms of Official City Business Logo:



The official city business logos depicted above are stylized portrayals of the sun and water. The words “City of Moses Lake”, or “Moses Lake” and/or the inclusion of the words “Jump In” are integrated into the design. This city logo shall be used by the City of Moses Lake and its departments only in their official capacity and shall not be used by others. (Ord. 2394, 5/27/08; Ord. 2147, 12/23/03)

1.16.030 Forms of Alternate Official City Logo:



The alternate official city logos depicted above are 1) a stylized portrayal of the lake and a heron lifting from the lake and 2) a stylized portrayal of the sun, water (lake), earth (sand), and sky. The words "Moses Lake" are integrated into the design of alternate logo 1. These alternate city logos shall be used by the City of Moses Lake and its departments only in their official capacity and shall not be used by others. (Ord. 2394, 5/27/08; Ord. 2147, 12/23/03)

1.16.040 Form of Alternate Official City Logo for Community Branding: The City Council adopts the logo and set of symbols, including related branding identification symbols and icons, depicted below as the alternate official city logo for community branding.



The alternate city logo for community branding depicted above is a stylized design of the words "Moses Lake," "City of Moses Lake," "City of Moses Lake, Washington," or "Washington's Great Escape" either separately or in conjunction with the additional words together with a heron rising above a lake. (Ord. 2394, 5/27/08; ord. 2147, 12/23/03)

1.16.050 Policy on Use of City Seal and Official Logos:

- A. The City Council finds that the official business logo, alternate official logo, official city logo for community branding, and seal of the city, as set forth herein above, are symbols of the authority and jurisdiction of the city, and as such, are valuable assets of the city and its citizens. The City Council desires to insure that only appropriate uses are made of the city's official business logo, alternate official logo, and seal.
- B. The official city logo for community branding may be used by individuals, groups, or organizations other than the city according to the policy adopted by the City Council regulating such use. (Ord. 2147, 12/23/03)

1.16.060 Restrictions on Use: Use of the official city business logo, alternate official city logo, seal, and the official city logo for community branding shall be restricted as follows:

- A. Except as authorized by the city or as otherwise provided by law, the official city business logo, alternate official logo, and city seal shall not be used on or in connection with any advertisement or promotion for any product, business, organization, service or article, whether offered for sale, for profit or offered without charge.
- B. No persons shall use a symbol that imitates the official city business logo, alternate official city logo, or city seal, or that is deceptively similar in appearance to the official city business logo, alternate official city logo, or city seal.
- C. The official city logo for community branding is a copyrighted property of the city. No persons shall use a symbol that imitates the city logo for community branding or that is deceptively similar in appearance to the city logo for community branding except as provided herein. No persons shall use the city logo for community branding except with the permission of the City Council or in accordance with adopted policies of the City Council relating to the use of such logo including the payment of fees and royalties when provided for in such policies. (Ord. 2147, 12/23/03)

1.16.070 Violation: Any person who violates this chapter is deemed to have committed a civil infraction as set forth in Chapter 1.08 of this code and shall be punishable by a penalty of up to one thousand dollars (\$1,000) for each violation. Each day a violation continues shall be deemed to be a separate violation. The city's right to prosecute under this section shall not affect its rights to pursue civil or injunctive relief under federal or state laws, or any other relief available under the law. (Ord. 2147, 12/23/03)