



TOWN OF JEROME

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ORDINANCE NO. 462

AN ORDINANCE OF THE TOWN COUNCIL OF THE TOWN OF JEROME, YAVAPAI COUNTY, ARIZONA, AMENDING THE JEROME TOWN CODE BY THE ADDITION OF NEW ARTICLE 1-14 THEREOF, ENTITLED "TOWN SEAL, TOWN INSIGNIA AND TOWN LOGO"

BE IT ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF JEROME, YAVAPAI COUNTY, ARIZONA, AS FOLLOWS:

Section 1. The Jerome Town Code is hereby amended by the addition of NEW Article 1-14, "Town Seal, Town Insignia and Town Logo," as set forth on Exhibit A, attached hereto and made a part hereof.

Section 2. Following its adoption, this Ordinance shall be published by the Town Clerk in accordance with the requirements of A.R.S. § 39-203 *et seq.*

Section 3. All ordinances or parts of ordinances that are in conflict with the provisions of this Ordinance are hereby repealed to the extent of their inconsistency herewith.

Section 4. Should any section or provision of this Ordinance be declared invalid by a court of competent jurisdiction, such decision shall not affect the validity of this Ordinance, any provision incorporated by reference and any other provision of the Town Code as a whole or any part thereof other than the part so declared invalid.

PASSED AND ADOPTED BY THE TOWN COUNCIL OF THE TOWN OF JEROME, YAVAPAI COUNTY, ARIZONA, THIS 20th DAY OF August 2020.

Handwritten signature of Christina Barber in blue ink.

Christina "Alex" Barber, Mayor

ATTEST:

Handwritten signature of Candace Gallagher in blue ink.
Candace Gallagher, Town Manager/Clerk

APPROVED AS TO FORM:

Handwritten signature of William J. Sims in blue ink.
William J. Sims, Esq.
Town Attorney

Date of first reading: 8/11/2020

Dates of publication: 8/30/2020; 9/6/2020

Date of adoption: 8/20/2020

Date of posting: 8/26/2020

Voting record at adoption:

	MOVED	SECONDED	AYE	NAY	ABSENT	ABSTAIN
BARBER			X			
DILLENBERG			X			
HARVEY		X	X			
MOORE			X			
WORTH	X		X			

EXHIBIT "A"

ARTICLE 1-14 Town Seal, Town Insignia and Town Logo

- 1-14-1 Definitions
- 1-14-2 Use of Town Seal, Town Insignia and Town Logo
- 1-14-3 Prohibited Uses of Town Seal, Town Insignia and Town Logo
- 1-14-4 Violations

Section 1-14-1 Definitions.

"Town seal," "Town insignia" and "Town logo" may be used interchangeably herein to refer to the two designs approved by the Town Council on February 11, 2020:



Small format:



Large format:

Section 1-14-2 Use of Town Seal, Town Insignia and Town Logo.

The Town Manager or designee, acting as the custodian of the official Town seal and insignia of the Town, is authorized to determine the appropriate use of and to ensure that Town insignia is used only on documents, property, and programs that reflect official Town business, ownership, or endorsement. In deciding the manner by which the Town's official insignia may be utilized, the Town Manager shall endeavor to protect the Town's brand, reputation and credibility by preventing use of the insignia in such a manner as to suggest Town endorsement of events, political issues, products and other uses that are prohibited by law. The Town Council may allow use of the insignia in a manner consistent with this chapter and in a nondiscriminatory manner.

Section 1-14-3 Prohibited uses of Town Seal, Town Insignia and Town Logo.

1. It is unlawful for any person or entity to make use of the Town seal and/or the Town insignia or logo, or any portion, facsimile, mock-up, or reproduction thereof, or make use of any design, symbol, emblem, insignia or similar device that is an imitation of said Town seal, Town insignia, or Town logo, in whole or in part or that may be mistaken therefor, that is designed, intended or likely to confuse, deceive or mislead the public, for private or

commercial purposes or for any purpose other than the official business of the Town without the express written consent of the Town Manager or designee under the authority granted by the Town Council.

2. No person, firm, association, corporation or other entity shall use the Town seal, Town insignia or Town logo, or any facsimile thereof, for purposes of supporting or opposing the nomination or election to any Town or other public office of him or herself or any other person, or for purposes of supporting or opposing any ballot measure, nor include such Town insignia on any writing distributed for purposes of influencing the action of the electorate, or any part thereof, in any election. This section shall not be applicable to writings and other forms of communication issued by the Town of Jerome or the Town Council pursuant to law.
3. No use of the Town seal, Town insignia or Town logo shall be made except in connection with official Town of Jerome documents, durable goods, notices, communications and any other uses which may be approved by the Town Manager and/or Town Council.

Section 1-14-4 Violation.

Any person who willfully violates this chapter is guilty of a misdemeanor and is subject to punishment as set forth in Article 1-8 of the Jerome Town Code. The Town'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.