

Chapter 1.20

CITY LOGO

Sections:

- 1.20.010 Legislative Findings.
- 1.20.020 Definition.
- 1.20.030 Use for Official Purposes Only.
- 1.20.040 Restrictions on Use.
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1.20.010 **Legislative Findings.** The City Council finds that the logo of the City of Benton City is a symbol of the authority of the City and is a valuable asset of its population. It is the intent of the City Council to ensure that only appropriate uses are made of said City logo.

1.20.020 **Definition.** “City logo” or “logo” means that logo recorded under the State of Washington Trademark No. _____, with “Benton City” and depicting a mountain and river bordered by a grapevine, as illustrated in Exhibit A, attached hereto.

Exhibit A:



1.20.030 **Use for Official Purposes.** The City logo shall be used for official purposes only, or as authorized by the Mayor.

1.20.040 **Restrictions on Use.** Use of the City logo shall be restricted as follows:

- A. Except as authorized by the City or as otherwise provided by law, the City logo shall be used on or in connection with any advertisement or promotion for any product, business, organization, services or article, whether offered for sale, for profit or offered without charge.
- B. No persons shall use a symbol that imitates the City logo or that is deceptively similar in appearance to the City logo.
- C. Nothing in this Chapter shall prohibit the reproduction of the City logo for illustrative purposes by the news media if the reproduction by the news media is incidental to the publication or the broadcast.

1.20.050 **Violation.** Any person who violates this Chapter shall be subject to a civil fine of not more than five hundred dollars (\$500.00). Any and all remedies available to the City may also include suit for damages and/or injunctive relief. (Ord. 851, January 2009)