



MEMORANDUM

TO: City Council

FROM: Jessica Matson, Legislative & Information Services Director/City Clerk

SUBJECT: Policy Designating the City Seal, City Logo, and Police Badge as Official Symbols of the City

DATE: August 13, 2024

RECOMMENDATION:

- 1) Adopt a Resolution designating the City Seal, City Logo, and Police Badge as official symbols of the City of Arroyo Grande; and
- 2) Find that adopting the Resolution is not a project subject to the California Environmental Quality Act ("CEQA") because it has no potential to result in either a direct, or reasonably foreseeable indirect, physical change in the environment. (State CEQA Guidelines, §§ 15060, subd. (b)(2)-(3), 15378.)

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

There is no financial impact to adopting the Resolution.

BACKGROUND:

The City Seal, City Logo, and Police Badge have always been viewed as the official symbols of the City of Arroyo Grande. However, the City of Arroyo Grande has not formally designated the City Seal, City Logo, and Police Badge as official symbols. From time to time, requests are made to allow the use of the City Logo for various community purposes. The lack of a formal policy may lead to misuse or unauthorized use of these symbols, which could mislead the public or misconstrue the authority and jurisdiction they represent.

ANALYSIS OF ISSUES:

The City Seal is defined as the current or any prior versions of the seal, or any graphic representation that closely resembles the seal and includes the City's name. The current City Seal is shown in Attachment 1, Exhibit A.

The City Logo is defined as the official logo displayed on City documents, stationery, uniforms, and monument signs. The current City Logo is shown in Attachment 1, Exhibit B.

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The Police Badge is defined as the distinctive device worn by members of the Arroyo Grande Police Department, identifying them as officers of the department. The current Police Badge is shown in Attachment 1, Exhibit C.

The proposed Resolution (Attachment 1) for the designation and use of the City Seal, City Logo, and Police Badge as official symbols of the City of Arroyo Grande aims to provide a policy with clear guidelines and standards for the use of these symbols to maintain their integrity and prevent unauthorized usage.

The proposed Resolution prohibits unauthorized reproduction, manufacture, display, or use of the City Seal, City Logo, Police Badge, or any similar design unless approved for official City business, City-sponsored events or publications, or City-endorsed events or publications.

By adopting the Resolution, the City Manager is authorized to implement administrative policies and procedures regarding the use of the City Seal, City Logo, and Police Badge, to enforce the Resolution through penalties for violations, and safeguard the integrity and authority of the City Seal, City Logo, and Police Badge. The purpose of this Resolution is to ensure that these symbols are used appropriately and only in contexts that uphold their significance.

ALTERNATIVES:

The following alternatives are provided for the Council’s consideration:

1. Adopt the Resolution designating the City Seal, City Logo, and Police Badge as official symbols of the City;
2. Modify and adopt the Resolution designating the City Seal, City Logo, and Police Badge as official symbols of the City; or
3. Provide other direction to staff.

ADVANTAGES:

The City Council's approval of this policy will provide clear guidance for the proper use of these symbols and prevent potential misuse.

DISADVANTAGES:

There are no disadvantages to adopting the Resolution designating the Seal, Logo, and Badge as official symbols of the City.

ENVIRONMENTAL REVIEW:

No environmental review is required for this item as it is not a project subject to the California Environmental Quality Act (“CEQA”) because it has no potential to result in either a direct, or reasonably foreseeable indirect, physical change in the environment. (State CEQA Guidelines, §§ 15060, subd. (b)(2)-(3), 15378.)

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PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

ATTACHMENTS:

1. Proposed Resolution