

**ORDINANCE No. 2023-18**

**AN ORDINANCE OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, CREATING SECTION 2-1.2, “OFFICIAL CITY LOGO” OF ARTICLE I “IN GENERAL” OF CHAPTER 2 “ADMINISTRATION”, OF THE CITY’S CODE OF ORDINANCES TO ESTABLISH GUIDELINES FOR THE USE OF THE CITY’S LOGO; PROVIDING FOR A REPEALER; PROVIDING FOR SEVERABILITY; PROVIDING FOR INCORPORATION INTO THE CODE; AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, the City of Doral (“City”) has an interest in maintaining the integrity of its signature City logo and protecting the value of goodwill associated with said logo; and

**WHEREAS**, pursuant to Resolution No. 13-141, the City adopted policies and guidelines for the use of the City logo and seal; and

**WHEREAS**, the stated intent of aforementioned policies and guidelines were to maintain the high quality of the logo and seal, and to assure that the City’s residents and visitors can easily identify publications, documents, and other materials produced, sponsored by or associated with the City; and

**WHEREAS**, Section 2-1 of the City’s Code of Ordinances already provides limitations on the use of the City’s seal, but does not set forth any regulations concerning the City logo; and

**WHEREAS**, in furtherance of safeguarding the established prestige and goodwill related to the City’s logo, and to protect and maintain the City’s trademark protections for its logo, the City finds it necessary and in the best interest of the City to amend and codify its existing guidelines for use of the City logo.

**NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AS FOLLOWS:**

CODING: Additions to existing text are shown by underline, changes to existing text on second reading are shown by double underline, and deletions are shown as ~~strikethrough~~.

**Section 1. Incorporation of Recitals.** The foregoing "WHEREAS" clauses are hereby ratified and confirmed as being true and correct and are hereby made a specific part of this Ordinance upon adoption hereof.

**Section 2. Amendment to Chapter 2 of the City of Doral's Code of Ordinances.** Chapter 2, Article I, of the City of Doral's Code of Ordinances is hereby amended as follows:

Sec. 2-1.1 Official seal.

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Sec. 2-1.2 Official logo.

(a) Definitions. As used herein, the term "logo" or "city logo" shall mean a graphic symbol adopted by the city to identify itself and city programs, initiatives, partnerships, and sponsorships.

(b) The city clerk shall be the custodian of the official city logo adopted by the city council.

(c) Prohibited Use of Logo. The city logo shall not be used for any political or campaign purposes.

(d) City's Use of Logo. The city logo may be used by the city's elected officials and city employees without council approval for:

1. Official city events or programs that have been budgeted and/or are organized by city administration.
2. Regular business activities, including but not limited to executing and acknowledging written instruments such as contracts, deeds, or other documents on behalf of the city.

3. Official letterhead, stationary, mailings, emails, brochures, posters, notices, communiques, and publications for use during or in connection with the city's regular business, city events, or city sponsored events, or councilmember communications.
  4. Other documents or materials that may have legal or ceremonial significance, such as proclamations, reports, or documents required by the city's charter or ordinances, such as the city budget, plaques or other honorary items presented by the Mayor or City Council.
  5. In connection with displays on city property.
  6. By the city, its agencies, departments, instrumentalities, quasi-judicial and advisory bodies, when acting within the scope of their official capacities.
  7. By the city in partnership with other government agencies and public educational institutions.
  8. Promotional items, including but not limited to, banners, cups, shirts, calendars, pens, key chains, bags, and similar products.
- (e) Use of the city logo for events or programs that are approved by the city council either through the special event permit process or municipal sponsorship ordinance need not comply with subsections (h) or (i) herein, but shall nevertheless be bound by the provisions of subsection (j).
- (f) Not-for-Profit Organizations' Use of City Logo. Subject to the approval by city council in accordance with the procedures and use guidelines set forth in

subsections (h)-(j), the city logo may be used by not-for-profit organizations in connection with an event or program occurring within the city.

(g) Commercial Entities' Use of City Logo. Except as specifically provided herein, commercial entities are strictly prohibited from using the city logo. As used herein, "commercial entity" shall mean any entity that is not the city or a not-for-profit organization, and may include individuals, firms, corporations, companies, or any other legal entity. A limited exception to the aforementioned prohibition is when a commercial entity is conducting business in conjunction with, or officially sanctioned by, the city, provided the use of the logo is first approved by the city council in accordance with the procedures and use guidelines set forth in subsections (h)-(j). Conducting business in the city, alone, shall not constitute sufficient grounds to use the city logo.

(h) Procedures for Requesting Use of City Logo.

1. Requests for the authorized use of the city logo must be made in writing and with sufficient time to be placed on the official agenda of an ensuing regular meeting of the city council.
2. The request must set forth, in detail, the following information:
  - a. The name of the department, organization, company, or group requesting the use of the logo.
  - b. Whether the requesting entity is governmental, commercial, or not-for-profit.
  - c. The address of the entity requesting the use of the logo.

- d. The name, phone number, and email address of the requesting entity's representative.
  - e. A description and/name of the event or purpose for which the logo is being requested.
  - f. The intended use of the logo and manner in which it will be displayed (e.g., brochures, posters, mailings, banners, e-mails, or products).
  - g. The intended length of use of the logo (i.e., one-time use, repeat mailings, multiple day display, or reoccurring campaign).
  - h. The city council reserves the right to request clarification or additional details about the requested use of the logo prior to giving written approval.
- (i) Approval of Requests.
- 1. The city council, in its sole discretion, and in accordance with the standards and procedures set forth herein, shall approve, deny, or approve with conditions, any requests for use of the city logo.
  - 2. Upon approval by the city council, the city manager shall, in writing, notify the applicant that the request has been approved, subject to any conditions or restrictions imposed by the city council.
  - 3. The approval for use of the city logo shall be limited to the duration of the specific event or program for which the request was made.
- (j) General Restrictions and Standards for the Use of the Logo. The following general restrictions and standards shall apply to the use of the city logo:

1. The logo cannot be redesigned, altered, modified, distorted, animated, redrawn, or re-proportioned for any purpose, or in any manner.
2. Prior to reproduction, a proof of the logo, in the format so designed and intended to be used, must be approved, in writing, by the city council, as set forth above.
3. The approved use of the city logo is not intended to, and does not create, a partnership or agency agreement.
4. Unless the city is an official sponsor of the activity for which the logo is to be used, the approved applicant must take all reasonable and necessary measures requested by the city to ensure that the use of the logo does not imply or mislead one to believe that the applicant is affiliated with, sponsored by, in partnership with, or an agent of the city.
5. An entity's official trademark, logo, slogan, text, or picture shall not be displayed in direct proximity to the logo, so that the logo shall be reasonably viewed as separate, distinct, and unrelated.
6. The approved applicant shall take all reasonable and necessary steps requested by the city to prevent or avoid any misuse of the logo.
7. The approved applicant shall avoid using the logo in any way or for any purpose, which the city, in its sole discretion, determines, has or could have an adverse impact of the city's reputation or interests.
8. Approval may be revoked at any time if the city council determines that an approved application has violated the guidelines or policies.

9. The size of any reproduction of the logo shall not be less than two (2) inches in diameter.

**Section 3. Repealer.** All ordinances, or parts of ordinances in conflict herewith be, and the same, are hereby repealed.

**Section 4. Severability.** If any section, subsection, clause or provision of this Ordinance is declared invalid or unconstitutional by a court of competent jurisdiction, the remainder shall not be affected by such invalidity.

**Section 5. Incorporation Into the Code.** It is the intention of the Mayor and the City Commission, and it is hereby ordained, that the provisions of this Ordinance shall become and made a part of the Code of Ordinances of the City of Doral; that the sections of this Ordinance may be renumbered or re-lettered to accomplish such intentions; and that the word "Ordinance" shall be changed to "Section" or other appropriate word, as required.

**Section 6. Effective Date.** This Ordinance will become effective ten (10) days after adoption at second reading.

The foregoing Ordinance was offered by Councilmember Puig-Corve who moved its adoption. The motion was seconded by Councilmember Cabral upon being put to a vote, the vote was as follows:

Mayor Christi Fraga	Yes
Vice Mayor Rafael Pineyro	Yes
Councilwoman Digna Cabral	Yes
Councilwoman Maureen Porras	Yes
Councilman Oscar Puig-Corve	Yes

PASSED AND ADOPTED on FIRST READING this 14 day of June, 2023.

PASSED AND ADOPTED on SECOND READING this 9 day of August, 2023.



CHRISTI FRAGA, MAYOR

ATTEST:



CONNIE DIAZ, MMC  
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY  
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:



VALERIE VICENTE, ESQ. for  
NABORS, GIBLIN & NICKERSON, P.A.  
CITY ATTORNEY