



CITY OF DORAL COUNCIL MEETING MEMORANDUM MAYOR AND COUNCIL

ITEM TITLE:

AN ORDINANCE OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AMENDING CHAPTER 2, ARTICLE I, OF THE CITY'S CODE OF ORDINANCES, RELATING TO THE USE OF THE CITY LOGO AND CITY SEAL; PROVIDING FOR SEVERABILITY; PROVIDING FOR INCORPORATION INTO THE CODE; AND PROVIDING FOR AN EFFECTIVE DATE

BRIEF HISTORY:

Section 2-1.2 of the City Code establishes that the City's Logo is reserved for official acts and activities of the City. The Logo is a trademarked intellectual property of the City, and while members of the City Council are granted discretion to use it when communicating official City business, its use must always be consistent with the principles of professionalism and transparency.

Historically, the City has safeguarded its Logo and Seal to ensure that they reflect a unified voice in representing official City positions. It is important that these identifiers not be used in any manner that could mislead the public or diminish the credibility of City operations. Specifically, Councilmembers should not employ the Logo or Seal in official communications to speak negatively about colleagues, City staff, or City operations, nor to disseminate personal opinions or views.

LEGISLATIVE ACTION: (IF APPLICABLE)

Date:	Resolution/Ordinance No.	Comments

FISCAL IMPACT STATEMENT:

The proposed item has a fiscal impact on revenues and/or expenditures in the amount of:

- ☒ \$50,000.00 or less
☐ \$50,000.00 or more

RECOMMENDATION:

I respectfully recommend that the City Council adopt the proposed Ordinance amending Chapter 2, Article I, of the City Code of Ordinances to clearly establish limitations on the use of the City's Logo and Seal. Adoption of this Ordinance will provide clear guidance on proper

use, protect the City's intellectual property, and promote a unified and professional representation of the City in all official communications.

ATTACHMENT(S):

A. Ordinance