Chapter 1.04

CUSTODY AND USE OF OFFICIAL SEAL AND OTHER INSIGNIA

Sections:

1.04.010 Purpose.
1.04.020 Definitions.
1.04.030 Custody and use of official seal and other City insignia.
1.04.040 Severability.

Section 1.04.010 Purpose.

The purpose of this ordinance is to specify the permissible uses for the use of the official seal and other official insignia of the City of Riverside. (Ord. 7182 § 2, 2012; Prior code § 1.9)

1.04.020 Definitions.

(a) Official seal: The seal of the City of Riverside is as adopted by the Mayor and City Council on April 14, 1936 by Resolution No 3003.

(b) City motto: The motto of the City of Riverside shall be “the City of Arts & Innovation.”

(c) City logo: A square box in which a smaller box is shifted to the upper-left corner. Within the smaller box is the Raincross symbol sitting atop a mission bell. Below the smaller box are the words “CITY OF RIVERSIDE” with two stylized R’s. Directly below the square box is the City’s Motto: “City of Arts & Innovation” in perpetual italic font.

(d) City of Riverside website banner: The City of Riverside website banner shall be the picture that appears across the top of the City’s Official Website. http://www.riversideca.gov.

(e) Other Official City Insignia: In addition to that listed above, Other Official City Insignia shall be any other intellectual property right owned by the City, including the names of City facilities. (Ord. 7182 § 2, 2012)

1.04.030 Custody and use of official seal and other City insignia.

(a) The City Clerk of the City of Riverside shall have custody of the official seal, the City of Riverside website banner, emblems, and all other City logos or insignia (hereinafter “City Insignia”). The use of City Insignia shall be for the purposes directly connected with the official business of the City of Riverside, its City Council, officers or departments, and for those matters expressly approved by the City Council.

(b) With the exception of uses of City Insignia for purposes directly connected with the official business of the City of Riverside, it shall be unlawful for any person to use or allow to be used any reproduction or facsimile of City Insignia, including any design so closely resembling the City Insignia as to be apt to deceive without first having obtained the permission of the City Council therefor.

(c) The names of City facilities shall be used in accordance with their official purposes and it shall be unlawful for any person to use or allow the name to be used for private purposes without first receiving written approval from the City. (Ord. 7229 § 2, 2013; Ord. 7182 § 2, 2012)

1.04.040 Severability.

If any provision, clause, sentence or paragraph of this chapter or the application thereof
to any person or circumstance shall be held invalid, such invalidity shall not affect the other provisions or applications of the provisions of this Chapter which can be given effect without the invalid provisions or application and, to this end, the provisions of this chapter are declared to be severable. (Ord. 7182 § 2, 2012)