

ORDINANCE NO. 3907

AN ORDINANCE OF THE CITY OF MESQUITE, TEXAS, AMENDING CHAPTER 2 OF THE CODE OF THE CITY OF MESQUITE, TEXAS BY ADDING A NEW SECTION 2-4 ENTITLED CITY LOGO, ESTABLISHING THE AUTHORIZATION, AND USE OF THE CITY LOGO; PROVIDING A REPEALER CLAUSE; PROVIDING A SEVERABILITY CLAUSE; PROVIDING FOR A PENALTY NOT TO EXCEED FIVE HUNDRED DOLLARS (\$500.00) FOR EACH OFFENSE; AND PROVIDING AN EFFECTIVE DATE THEREOF.

WHEREAS, in 2006 the City began using the current City logo, depicted as follows, and in other consistent forms as shown but not limited to those shown in Exhibit "A" attached hereto:



; and

WHEREAS, the City has used the City logo in its official business and has established rights to appropriation and use of the City logo under common law trademark protection; and

WHEREAS, the logo is a symbol of the City and a valuable asset of its citizens; and

WHEREAS, it is in the best interests of the City to establish the criteria for the proper standards for the specifications and use of the City logo.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MESQUITE, TEXAS:

SECTION 1. That Chapter 2 of the Code of the City of Mesquite be amended by adding a new Section 2-4 to read as follows, in all other respects said Code and Chapter to remain in full force and effect.

Sec. 2-4. City logo.

- (a) Except as otherwise provided in this section, the City logo shall be used only in activities relating to the official business of the City of Mesquite, Texas.
- (b) Use of the City logo shall comply with the current *Graphic Standards Manual* of the City.

- (c) That it shall be unlawful and an offense for any person to use the City logo or a symbol that imitates the City logo for commercial purposes or promotion of any organization, service or article, whether offered for profit or without charge, or to signify sponsorship or approval by the City or any department of the City of any project or activity, except those activities in conjunction with and consistent with the projects and activities of the City of Mesquite, Texas, and that have been specifically authorized by the City Manager.

SECTION 2. That all ordinances or portions thereof in conflict with the provisions of this ordinance, to the extent of such conflict, are hereby repealed. To the extent that such ordinances or portions thereof are not in conflict herewith, the same shall remain in full force and effect.

SECTION 3. That should any word, sentence, clause, paragraph or provision of this ordinance be held to be invalid or unconstitutional, the validity of the remaining provisions of this ordinance shall not be affected and shall remain in full force and effect.

SECTION 4. That any person, firm or corporation violating any of the provisions or terms of this ordinance shall be deemed to be guilty of a Class C Misdemeanor and upon conviction in the Municipal Court shall be punished by a fine not to exceed five hundred dollars (\$500.00) for each offense.


SECTION 5. That this ordinance shall take effect immediately on and after its passage.

DULY PASSED AND APPROVED by the City Council of the City of Mesquite on the 5th day of November, 2007.




John Monaco
Mayor

ATTEST:



Judy Womack
City Secretary

APPROVED:



B. J. Smith
City Attorney

MESQUITE

T E X A S

Real. Texas. Service.

MESQUITE

T E X A S

Real. Texas. Art.

MESQUITE

T E X A S

Real. Texas. Business.

MESQUITE

T E X A S

Real. Texas. History.

MESQUITE

T E X A S

Real. Texas. People.

MESQUITE

T E X A S

Real. Texas. Rodeo.

MESQUITE

T E X A S

Real. Texas. Mayor.

MESQUITE

T E X A S

Real. Texas. News.

MESQUITE

T E X A S

Real. Texas. Flavor.