

**TOWN OF BUENA VISTA, COLORADO
ORDINANCE NO. 17
(SERIES OF 2017)**

**AN ORDINANCE OF THE TOWN OF BUENA VISTA, COLORADO,
AMENDING ARTICLE VII, CHAPTER 1 OF THE BUENA VISTA
MUNICIPAL CODE ESTABLISHING REGULATIONS FOR THE USE
OF THE TOWN SEAL AND TOWN LOGO**

WHEREAS, the Town of Buena Vista was incorporated on October 28, 1879 and regulations identifying the proper use and permissions for the Town seal and Town logo have not been established and codified; and

WHEREAS, in order to ensure that the Town seal and Town logo are utilized for appropriate circumstances only, and that unauthorized, deceptive or fraudulent use, which may be harmful to the public health, safety and welfare, be made unlawful.

NOW THEREFORE, BE IT ORDAINED BY THE BOARD OF TRUSTEES OF THE TOWN OF BUENA VISTA, COLORADO:

Section 1. The following sections are added to Article VII, Chapter 1 of the Buena Vista Municipal Code as follows.

Sec. 1-152. - Town logo.

The Town logo shall be as follows:



The Town seal shall be as follows:



Official digital copies of the Town logo and seal are on file with the Town Clerk.

Sec. 1-153. – Use of Town seal and Town logo.

(a) The Town Clerk has charge of the Town seal and Town logo and will affix the Town seal and Town logo to all certificates and documents as may be required by law, this Code or by ordinance of the Town.

(b) All other uses of the Town seal and Town logo are restricted to official Town business and such other appropriate uses that further the operations of the Town as may be authorized in writing by the Town Administrator, or as otherwise specifically permitted in this Code.

(c) No person may make or use the Town seal or Town logo or any reproduction thereof, or make any logo or any design which is an imitation, in the design of, or which may be mistaken for the Town seal or Town logo without the written authorization of the Town Administrator or his or her designee.

(d) Town officers, Town employees, members of the Board of Trustees and members of Town boards and commissions may use stationery, printed materials and other articles with the graphical Town seal or Town logo while acting within the scope of their office or employment.

(e) No person, including any elected officer of the Town, may use the Town seal or Town logo in any correspondence or other printed materials distributed in favor of or against any ballot measure or in favor of or against any candidate for public office.


(f) Third-party use. The Town seal or Town logo may be used by outside entities or agencies for events co-hosted or supported by the Town, for a limited time. The Town seal or Town logo or any similar depiction thereof, including any derivative of the Town logo, may also be used in association with the goods or services of a third-party. All such requests must be submitted to the Town Administrator or his or her designee, on a form provided for such a purpose. The Town Administrator shall have the sole discretion to approve or deny such requests, and to promulgate the manner, timing and format of such requests, and the terms of any approval, including requiring the execution of a license agreement for such use.

(g) It shall be unlawful for any person to make or use the Town seal or Town logo deceptively, fraudulently or without express written permission from the Town. Unauthorized use of the Town seal or Town logo is declared a public nuisance and the Town can abate or enjoin such use pursuant to this Code.

INTRODUCED, READ, ADOPTED AND ORDERED PUBLISHED this 12th day of December, 2017.

THIS ORDINANCE SHALL BECOME EFFECTIVE THIRTY (30) DAYS FROM PUBLICATION.

TOWN OF BUENA VISTA, COLORADO

By: 

Mayor, Joel Benson

ATTEST:



Paula Barnett, Town Clerk

