

Prepared by: City Clerk

RESOLUTION NO. 2023-44

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF VENICE, FLORIDA, AMENDING RESOLUTION NO. 2021-31 TO ADOPT A REVISED USE OF LOGO POLICY; AND PROVIDING AN EFFECTIVE DATE

WHEREAS, the City Council adopted Resolution No. 2021-31 to centralize adopted policies and delineate the parties responsible for oversight; and

WHEREAS, the Use of Logo Policy adopted therein requires clarification in order to properly effectuate it; and

WHEREAS, it has been determined that it is in the best interests of the City to adopt a revised Use of Logo Policy.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF VENICE, FLORIDA, as follows:

SECTION 1. The whereas clauses above are ratified and confirmed as true and correct.

SECTION 2. The “Logos” Section of Resolution No. 2021-31 is hereby amended to adopt the Use of Logos Policy attached here to as Exhibit “A” in place of attachment VCC-1.

SECTION 3. Except as amended herein, Resolution No. 2021-31 shall remain in full force and effect.

SECTION 4. This Resolution shall take effect immediately upon approval and adoption as provided by law.

APPROVED AND ADOPTED AT A REGULAR MEETING OF THE VENICE CITY COUNCIL HELD ON THE 10TH DAY OF OCTOBER 2023.

Nick Pachota, Mayor, City of Venice

ATTEST:

Kelly Michaels, MMC, City Clerk

I, Kelly Michaels, MMC, City Clerk of the City of Venice, Florida, a municipal corporation in Sarasota County, Florida, do hereby certify that the foregoing is a full and complete, true and correct copy of a Resolution duly adopted by the City Council of the City of Venice, Florida, at a meeting thereof duly convened and held on the 10th day of October 2023, a quorum being present.

WITNESS my hand and official seal of said City this 10th day of October 2023.

Kelly Michaels MMC, City Clerk

(S E A L)

Approved as to form:

Kelly Fernandez, City Attorney

Use of Logos Policy

Approved October 10, 2023

- A. The following two logos have separate and distinct uses approved by the City Council and described herein.



This logo, depicting Venice City Hall, shall be used to specify policy-level government work of the City Council, such as on Council letterhead and emails, Council proclamations, Council Member business cards and clothing, and agendas for Council and for Boards which are created by or advisory to the City Council.



The main visual component of this logo, depicting a seagull in the sunset, shall be used for City operational activities and marketing, such as on entrance signs to the City, the website, internal departmental committees and workshop notices, City staff emails, letterhead, employee recognition, City promotional items, and City clothing.

- B. The following logos shall be modified only with the consent of the City Manager and final approval by the City Council.



This logo, depicting fire service, should be used on City of Venice Fire Department stationery, patches, uniform shirts and other items related to the Venice Fire Department.



This logo, depicting a Venice law enforcement badge, should be used for Venice Police Department stationery, patches, uniform shirts, and other items related to the Venice Police Department.



This logo, representing the Florida Commission, is the Law Enforcement Accreditation logo, which is also included in Venice Police Department Letterhead.



These two patches are used on sleeves of uniforms to distinguish between sworn police officers and civilian employees.

C. Any additional logos created or used by the City of Venice not depicted in this policy shall be approved by the City Manager and shall be primarily comprised of the seagull in the sunset logo.