

Prepared by: City Attorney

RESOLUTION NO. 2025-05

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 was revised by Resolution No. 2023-44; and

WHEREAS, it has been determined that it is in the best interests of the City to adopt a new 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 by adopting the Use of Logos Policy attached here to as Exhibit “A” in place of the Use of Logos Policy adopted by Resolution No. 2023-44.

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 11TH DAY OF MARCH 2025.

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 11th day of March 2025, a quorum being present.

WITNESS my hand and official seal of said City this 11th day of March 2025.

Kelly Michaels MMC, City Clerk

(S E A L)

Approved as to form:

Kelly Fernandez, City Attorney

Use of Logos Policy

Approved March 11, 2025

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



This logo, depicting Venice City Hall, shall be used for policy-level government work of the City Council and documents adopted by City Council, such as the agendas, annual budget, strategic plans, master plans, proclamations, recognitions, awards, Council letterhead and emails, and Council Member business cards and promotional materials. This logo shall also appear on any Council directives that may be jointly held by staff and the Council, and all Council directed advisory boards. This logo shall also be used on all City entrance signs, facility plaques, the City seal, City website (primary logo), and any other policy level items.



The seagull in the sunset logo shall be used for City operational activities and staff level marketing, including City vehicles, the City website (secondary logo), social media, internal departmental committees, awards, and workshop notices, City staff emails, City staff letterhead, City promotional items, and City uniforms.



The City Centennial Logo was adopted by City Council on October 22, 2024 and shall be used for the purposes of celebrating the City's Centennial from November 2025 until July 2027. The use of this logo requires the approval of the City Council, Mayor, City Manager or designee.

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 or modified only with the consent of the City Manager and final approval by the City Council.