

ORDINANCE NO. 08-14

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COVINGTON, KING COUNTY, WASHINGTON AMENDING ORDINANCE NO. 40-97 TO ADOPT NEW PROVISIONS TO CHAPTER 1.20 OF THE COVINGTON MUNICIPAL CODE FOR A NEW CITY LOGO AND TAGLINE; PROVIDING FOR SEVERABILITY; AND ESTABLISHING AN EFFECTIVE DATE.

WHEREAS, the current logo of the City of Covington has served as the city's logo and official seal since it was adopted in 1997; and

WHEREAS, the city council recognized the need for the city to have a new logo and tagline that represents and identifies the current and future state of the city; and

WHEREAS, the city has undertaken a thorough and lengthy process to develop a new city logo and tagline; and

WHEREAS, the city council, Covington Economic Development Commission, and Covington Chamber of Commerce reviewed the final proposed new city logo and tagline at a joint meeting on May 13, 2014, and support the adoption of each as the city's new official logo and tagline, respectively, and for the city's current logo to be used only as the city's official seal;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF COVINGTON, KING COUNTY, WASHINGTON, DOES ORDAIN AS FOLLOWS:

Section 1. The following amendments to Chapter 1.20 of the Covington Municipal Code are hereby adopted:

Chapter 1.20 **CITY SEAL, LOGO, AND TAGLINE**

Sections:

- 1.20.010 Findings.
- 1.20.020 Seal Adopted.
- 1.20.023 Logo Adopted.
- 1.20.026 Tagline Adopted.
- 1.20.030 Purpose of seal, logo, and tagline.
- 1.20.040 Unauthorized use of the City seal, logo, and tagline.
- 1.20.050 Violation – Penalty.

1.20.010 Findings.

The City Council finds that the seal, logo, and tagline of the City adopted in ~~CMC 1.20.020~~ is this chapter are a symbol of the authority of the City and a valuable assets of its population. The council desires to ensure that only appropriate uses are made of the City seal, logo, and tagline.

1.20.020 Seal Adopted.

The City adopts the symbol depicted below as its official City logo seal:



The City logo seal depicts a vintage steam locomotive, No. 97, in the foreground against a stylized rendering of Mt. Rainier. The words "City of Covington" are integrated into the design.

1.20.023 Logo Adopted.

The City adopts the graphic depicted below as its common City logo:



The common City logo depicts three adjacent circles, each with three arrows inside pointing upward. The word "covington" is prominently placed below the circles and the tagline "growing toward greatness" is integrated into the design.

1.20.026 Tagline Adopted.

The City adopts the tagline "growing toward greatness" as its City tagline.

1.20.030 Purpose of seal, logo, and tagline.

The City seal, logo, and tagline shall be used for official purposes only and according to policies and branding guidelines developed by the city, or as authorized by the City Council.

1.20.040 Unauthorized use of the City seal, logo, and tagline.

Except as authorized by the City Council, the City seal, logo, and tagline shall not be used on or in connection with any advertising or promotion for any product, business, organization, service or article, whether offered for sale, for profit, or offered without charge. No person shall use a symbol, graphic, or any other image that imitates the City seal and/or logo or that is deceptively similar in appearance

to the City seal and/or logo. The City seal and/or logo may be used for illustrative purposes by the news media if the reproduction is incidental to a publication or broadcast, and may be used in political cartoons.

1.20.050 Violation – Penalty.

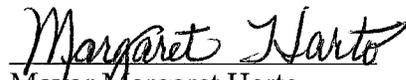
Any person who willfully violates this chapter is guilty of a misdemeanor and subject to punishment as set forth in Chapter 1.25 CMC. The City's right to prosecute under this section shall not affect its right to pursue civil or injunctive relief under Federal or State laws.

Section 2. Severability. Should any section, paragraph, sentence, clause, or phrase of this ordinance, or its application to any person or circumstance, be declared unconstitutional or otherwise invalid for any reason, or should any portion of this ordinance be pre-empted by state or federal law or regulation, such decision or preemption shall not affect the validity of the remaining portions of this ordinance or its application to other persons or circumstances.

Section 3. Corrections. Upon the approval of the city attorney, the city clerk is authorized to make any necessary corrections to this ordinance including, but not limited to, the correction of scrivener's/clerical errors, references, ordinance numbering, section/subsection numbers, and any reference thereto.

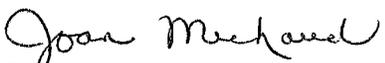
Section 4. Effective Date. This ordinance shall be published in the official newspaper of the city and shall take full force and effect five (5) days after the date of publication.

ADOPTED BY THE CITY COUNCIL OF THE CITY OF COVINGTON, WASHINGTON, at a regular meeting thereof this 27th day of May, 2014.


Mayor Margaret Harto

PUBLISHED: May 30, 2014
EFFECTIVE: June 4, 2014

ATTESTED:


for Sharon Scott
City Clerk

APPROVED AS TO FORM:


Sara Springer
City Attorney