



**CITY OF BELLE ISLE, FLORIDA  
CITY COUNCIL AGENDA ITEM COVER SHEET**

**Meeting Date:** October 30, 2018

**To:** Honorable Mayor and City Council Members

**From:** B. Francis, City Manager

**Subject:** Ordinance 18-12, City Logo

**Background:** In or about 2008, the City Council changed logos from the sailboat to the crane. However, there is no ordinance that officially adopted the current logo and there is no policy in place as to how the logo will be used. In the recent past, there have been flyers and emails distributed that were not official city business, but those distributing the information made it look like it was coming from the City.

The City of Belle Isle logo and ancillary logos (e.g., former City Logo, or Belle Isle Police Department Logo, including badge) are official seals of the City of Belle Isle protected by Section 165.043, Florida Statutes, and represent the City's distinctive brand and reputation for excellence in municipal governance and public services. Pursuant to municipal ordinance and state law, City logos are exclusively used for official City business.

Its use that in any way denigrates the City of Belle Isle, or its operation, or its officers, agents, or employees cannot be allowed.

At the October 16, 2018 Meeting the Council read 18-12 for the first time and approved the Logo Use Policy.

**Staff Recommendation:** Adopt Ordinance 18-12

**Suggested Motion:** **I move that we adopt Ordinance 18-12, Adopt City Logo.**

**Alternatives:** None

**Fiscal Impact:** None

**Attachments:** Ordinance 18-12