

1 **ORDINANCE NO. 2025-002**

2 **AN ORDINANCE OF THE TOWN COUNCIL OF THE TOWN OF**  
3 **HOWEY-IN-THE-HILLS, FLORIDA, PERTAINING TO THE TOWN**  
4 **SEAL, LOGO, AND OTHER SYMBOLS; AMENDING SECTION 31-1 OF**  
5 **CHAPTER 31 OF THE CODE OF ORDINANCES OF THE TOWN OF**  
6 **HOWEY-IN-THE-HILLS, ENTITLED “TOWN SEAL, LOGO, AND**  
7 **LETTERHEAD”; AMENDING THE OFFICIAL TOWN LOGO AND**  
8 **OFFICIAL LETTERHEAD, AND DESIGNATING A CENTENNIAL**  
9 **LOGO; AUTHORIZING USE OF THE TOWN SEAL, LOGO,**  
10 **CENTENNIAL LOGO, AND LETTERHEAD; PROVIDING FOR**  
11 **CODIFICATION; PROVIDING FOR SEVERABILITY; PROVIDING FOR**  
12 **CONFLICTS; PROVIDING AN EFFECTIVE DATE.**

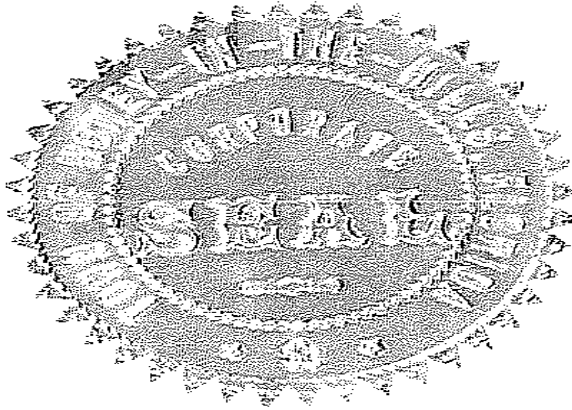
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14 **BE IT ORDAINED** by the Town Council of the Town of Howey-in-the-Hills, Florida:

15 **Section 1. Findings, Purpose, and Intent.** In adopting this Ordinance, the Town  
16 Council of the Town of Howey-in-the-Hills, Florida, hereby finds that in light of the 100-year  
17 anniversary of the founding of the Town on May 8, 1925, the best interests of the public will be  
18 served by updating the official Town logo and official Town letterhead and designating a  
19 commemorative centennial logo for official Town use. The codification of these and further  
20 provisions for authorized uses of the official Town seal, logo, centennial logo, and letterhead will  
21 limit potential confusion and misleading of the public.

22 **Section 2. Amendments to Section 31-1 of Chapter 31.** Section 31-1 of Chapter 31  
23 of the Code of Ordinances of the Town of Howey-in-the-Hills, entitled “Town Seal, Logo, and  
24 Letterhead,” is hereby amended as follows (words and images that are underlined are additions;  
25 words and images that are ~~stricken~~ are deletions):

26 Sec. 31-1. Town Seal, Logo, and Letterhead.

27 A. The Town Council of the Town of Howey-in-the-Hills hereby declares the  
28 following corporate seal to be the official seal of the Town of Howey-in-the-  
29 Hills:



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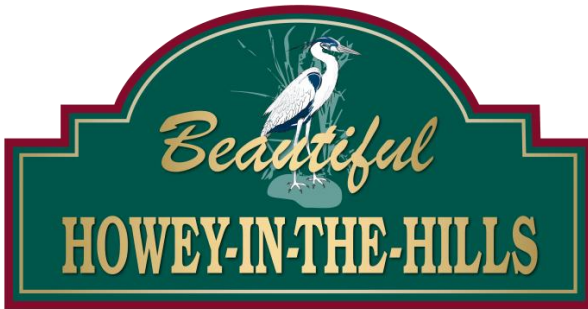
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B. The Town Council hereby declares the following logo to be the official logo of the Town of Howey-in-the-Hills:



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C. The Town Council hereby declares the following commemorative centennial logo for official Town use:



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41 ~~D. C.~~ The Town Council hereby declares the following letterhead to be the official letterhead of  
42 the Town of Howey-in-the-Hills:



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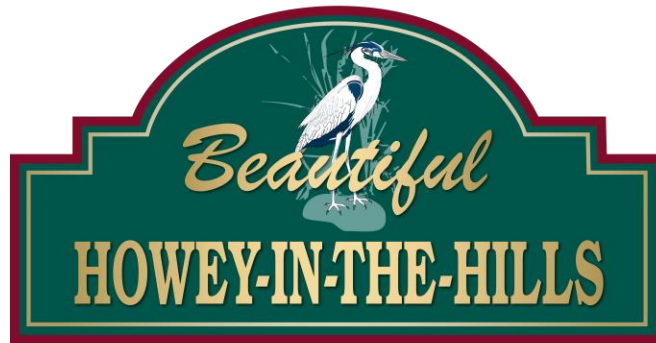
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49 *Town of Howey in the Hills*

50 ~~101 N. Palm Ave. PO Box 128 Howey in the Hills, FL 34737 (352) 324-2290 Fax:(352) 324-~~  
51 ~~2126~~

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*Town of Howey-in-the-Hills*

101 N. Palm Ave. · PO Box 128 · Howey-in-the-Hills, FL 34737 · Phone: (352) 324-2290 · Fax: (352) 324-2126

- E. D. The use of the Town seal, logo, centennial logo, or letterhead is for official Town business only. The manufacture, use, display, or other employment of any facsimile or reproduction of the Town seal, logo, or letterhead, ~~except by the Town of Howey-in-the-Hills officials or employees in the performance of their official duties,~~ without the express approval of the Town Council of the Town of Howey-in-the-Hills is a violation of this section. The Town Manager or designee may grant temporary approval for specific uses related to Town-sponsored events or initiatives, subject to Town Council oversight. The prohibition of use shall not apply to (1) official Town correspondence and publications; (2) use by Town employees in the course of their official duties; and (3) educational, historical, or journalistic uses that do not imply Town endorsement.
- F. E. Any person or entity that violates any portion of this section is ~~guilty of a second degree misdemeanor and will be punished as provided in section 775.082 of the Florida Statutes and will be fined in accordance with section~~ subject to prosecution in the same manner as misdemeanors are prosecuted and subject to fines under section 775.083 of the Florida Statutes.
- G. F. The Town, through the Town Clerk, may immediately revoke a person or entity's previously authorized use of the Town seal, logo, centennial logo, or letterhead

80 upon finding false or inaccurate information was submitted on its application to the  
81 Town requesting authorization to use the Town seal or Town logo. The Town will  
82 not be liable to the person or entity for expenses incurred as a result of authorization  
83 being revoked.

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85 **Section 3. Severability.** If any provision of this ordinance is found to be invalid or  
86 unconstitutional, such provision shall be severed, and the remainder of the ordinance shall remain  
87 in full force and effect.

88 **Section 4. Codification.** The amendment in Section 2 of this Ordinance shall be codified and  
89 made part of the official Code of Ordinances of the Town of Howey-in-the-Hills. The codified  
90 section shall include images of the approved designs as adopted by this ordinance.

91 **Section 5. Conflicts.** In a conflict between this ordinance and other existing ordinances, this  
92 ordinance shall control and supersede.

93 **Section 6. Effective Date.** This ordinance shall take effect immediately upon adoption.

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95 **ORDAINED AND ENACTED** this 24th day of March 2025, by the Town Council of the Town  
96 of Howey-in-the-Hills, Florida.

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98 **TOWN OF HOWEY-IN-THE-HILLS,**  
99 **FLORIDA**  
100 **By:** its Town Council  
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102 **By:** \_\_\_\_\_  
Hon. Graham Wells, Mayor

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104 **ATTEST:** **APPROVED AS TO FORM AND LEGALITY:**  
105 (for the use and reliance of the Town only)

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107 \_\_\_\_\_  
108 John Brock, Town Clerk **Thomas J. Wilkes, Town Attorney**

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111 First Reading held **March 10, 2025**  
112 Second Reading and hearing held **March 24, 2025**

113 Public hearing advertised **March 14, 2025**