



CITY OF LAUREL, MARYLAND

ORDINANCE NO. 2032

AN ORDINANCE OF THE MAYOR AND CITY COUNCIL OF LAUREL, MARYLAND TO AMEND CHAPTER 2 "ADMINISTRATION", ARTICLE I ENTITLED "IN GENERAL", SECTION 2-3 ENTITLED "CITY SEAL, CITY DEPARTMENT SEALS AND LOGOS, AND OFFICIAL CITY BRANDING LOGOS", OF THE LAUREL CITY CODE TO CHANGE THE SECTION TITLE TO " CITY SEAL, CITY DEPARTMENT SEALS AND LOGOS, OFFICIAL CITY BOARD, COMMISSION, AND COMMITTEE LOGOS, AND OFFICIAL CITY BRANDING LOGOS," AND REQUIRE WRITTEN PERMISSION OF THE MAYOR TO USE THE CITY SEAL, OR CITY DEPARTMENT SEALS AND LOGOS, OFFICIAL CITY BOARD, COMMISSION AND COMMITTEE LOGOS, AND OFFICIAL CITY BRANDING LOGOS FOR NON-CITY RELATED USE, IN ACCORDANCE WITH THE CITY'S POLICY ON THE USE OF CITY SEALS AND LOGOS AND PROVIDING AN EFFECTIVE DATE.

Sponsored by the President.

WHEREAS, the Mayor and City Council of Laurel, Maryland, approved Ordinance No. 1968 that became effective on January 25, 2021, requiring permission of the Mayor prior to the use of the City Seal, Department Seal, or Official City Branding Logos for non-City related use, as all seals were previously approved by, and are the property of the Mayor and City Council of Laurel; and

WHEREAS, City Departments have created customized seals or logos that reflect the services provided by the department(s) and which are the property of the Mayor and City Council of Laurel; and

WHEREAS, the City has commissioned the creation of branding logos for ongoing initiatives and official City Boards, Commissions and Committees; and

WHEREAS, the Mayor and City Council recognize the importance of maintaining control over its visual identity and branding elements to ensure consistent representation and protect the integrity of its official communications; and

WHEREAS, the Mayor and City Council anticipate the creation of new logos, seals, and branding elements in the future as part of its ongoing initiatives, departmental activities, and community engagement efforts; and

WHEREAS, to ensure the same protections and usage requirements established for existing logos and seals shall apply to all future official logos, seals, and branding

elements created by or on behalf of the City of Laurel, it is necessary to amend the Laurel City Code; and

NOW, THEREFORE, BE IT ENACTED AND ORDAINED, by the Mayor and City Council of Laurel, Maryland that Chapter 2 “Administration”, Article I “In General”, Section 2-3,” of the Laurel City Code be and hereby is amended as follows:

CHAPTER 2- ADMINISTRATION

Article I. IN GENERAL

Section 2-3. City Seal, City Department Seals and Logos, Official City Board, Commission and Committee Logos, and Official City Branding Logos.

No person or organization shall utilize the seal of the City of Laurel, or the seal or logo of any City Department, Official City Board, Commission or Committee, or Official Branding Logo of the City of Laurel that has been approved by the Mayor and City Council of Laurel, without the written approval of the Mayor in accordance with the City’s Policy on the Use of City Seals and Logos. This Section shall apply to all currently approved and all future seals, logos, and branding elements approved by the Mayor and City Council.

AND, BE IT FURTHER ENACTED AND ORDAINED, that this Ordinance shall take effect on the date of its passage.

PASSED this ___ day of _____, 2024.

ATTEST:

SARA A. GREEN, CPM, CMC
City Clerk

JAMES KOLE
President of the City Council

APPROVED this ___ day of _____, 2024.

KEITH R. SYDNOR
Mayor

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Underlining indicates new language added.
~~Strikethroughs indicate language deleted.~~
* * * Asterisks indicate intervening language and section unchanged.