

ORDINANCE NO. 736

AN ORDINANCE OF THE CITY OF MANOR, TEXAS, AMENDING CHAPTER 1 GENERAL PROVISIONS, ARTICLE 1.02 ADMINISTRATION, OF THE MANOR CODE OF ORDINANCES, TO INCLUDE SECTION 1.02.004 OFFICIAL CITY LOGO, REPEALING PRIOR MUNICIPAL LOGOS, ADOPTING A NEW MUNICIPAL LOGO, PROVIDING FOR APPROVED AND PROHIBITED USES, PROVIDING FOR AN EFFECTIVE DATE, AND PROVIDING FOR RELATED MATTERS

WHEREAS, the City of Manor considered designs for updates to the official logo of the City of Manor.

WHEREAS, having chosen a design, the City Council desires to adopt a new official municipal logo to be used on city correspondence, advertising, communication, and anywhere else a municipal logo is appropriate and beneficial;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MANOR, TEXAS, THAT:

Section 1. Findings. The above and foregoing recitals are hereby found to be true and correct and are incorporated herein as findings of fact.

Section 2. Repeal of Prior Logos. All prior logos associated with the City are hereby repealed and replaced with the logo herein described and depicted. Prior logos shall not be used to represent the City from the effective date of this ordinance except where appropriate in reference to historic Manor.

Section 3. Adoption of New Logo. The below described and depicted logo is hereby adopted as the official logo of the City of Manor.

A) Depiction:



B) Description:

The primary and secondary logos of the City of Manor reflect a large blue capital M behind a blue and white drawing of a water tower with text below it. The text states the word "MANOR" written in capital red letters with blue letters stating, "Est. TEXAS 1872" written below. The primary logo utilizes a position statement tagline. Pursuant to Guidelines depicted in Exhibit A, additional colors from the selected palette, fonts, and icons shall be utilized from time to time for various merchandise, signage, advertising, and marketing promotions by the City Manager or City Secretary in lieu of and/or in addition to Primary and Secondary Logo, as approved per this Ordinance.

C) Guidelines

The brand guidelines for the new logo are attached hereto as Exhibit A.

Section 4. Permitted Uses. The City Manager and City Secretary may authorize the use of the City logo in any place or manner in which the logo has historically been used including, but not limited to correspondence, advertising, and communication.

Section 5. Prohibited Uses. The use of the city logo by any person or use not specifically authorized by the City Manager or City Secretary is prohibited. Use of the City logo may not be approved:

- A) In support or opposition of any candidate for elective referendum, initiative, or ballot measure or in any candidate or committee campaign literature.
- B) In connection with any advertisement or promotion for any non-municipally related product, business, organization, or service whether offered for sale, or without charge.
- C) On any written or printed material designed, calculated, intended or likely to confuse, deceive or mislead the public or cause the reader of such written or printed material to believe it to be an official city publication, including circulating or distributing any such written or printed material or to suggest or assert any unauthorized city support or endorsement of any product, goods, or services.

Section 6. Offense. It shall be unlawful for any person to use the city logo in violation of this section.

Section 7. Savings Clause. All rights and remedies of the City are expressly saved as to any and all violations of the provisions of any ordinances affecting fees or charges which have accrued at the time of the effective date of this Ordinance; and, as to such accrued violations and all pending litigation, both civil and criminal, whether pending in court or not, under such ordinances, same shall not be affected by this Ordinance but may be prosecuted until final disposition by the courts.

Section 8. Severability. If any provision of this Ordinance or the application of any provision to any person or circumstance is held invalid, the invalidity shall not affect other provisions or applications hereof which can be given effect without the invalid provision or application, and to this end the provisions of this Ordinance are declared to be severable.

Section 9. Open Meetings. It is hereby officially found and determined that the meeting at which this Ordinance was considered and passed was open to the public as required and that public notice of the time, place, and purpose of said meeting was given as required by the Open Meetings Act, Chapter 551, Texas Government Code.

Section 10. Effective Date. This Ordinance shall take effect immediately from and after its passage and publication in accordance with the provisions of the Texas Local Government Code.

PASSED AND APPROVED on this 20th day of March 2024.

THE CITY OF MANOR, TEXAS

Dr. Christopher Harvey, Mayor

ATTEST:

Lluvia T. Almaraz, City Secretary