



STAFF REPORT

DATE: 04/16/2025
TO: Honorable Mayor and City Council Members
FROM: City Manager's Office

2025-161

REQUEST FOR CITY COUNCIL ACTION

SUBJECT:

ORDINANCE ADDING SECTION 1.04.165 AND AMENDING 1.04.170 OF THE CORONA MUNICIPAL CODE TO REGULATE THE USE OF THE CITY LOGO AND WORDMARK

EXECUTIVE SUMMARY:

This staff report asks the City Council to approve an ordinance of the City of Corona to add section 1.04.165 and amend [1.04.170](#) of the Corona Municipal Code to include the City Logo and Wordmark. By formally incorporating the City Logo into the Municipal Code and enhancing its use, the City seeks to thoughtfully balance accessibility for community use with the responsible stewardship of its brand—preserving an identity that is both welcoming and well-protected.

RECOMMENDED ACTION:

That the City Council introduce by title only, and waive full reading of Ordinance No. 3415, first reading of an ordinance adding section 1.04.165 and amending [1.04.170](#) of the Corona Municipal Code to regulate use of the City Logo and Wordmark.

BACKGROUND & HISTORY:

The City of Corona's 2021-2026 Strategic Plan Goal 5 is Sense of Place and includes the reimagining of the City of Corona's brand, identity, and story. A primary component of the City's identity is represented in the City Seal and the City Logo.

In 2023, the City Council approved the design of a new City Logo and City Seal, shaped by input from over 2,200 residents of all ages and backgrounds. In October 2023, the City Council also approved Ordinance 3379, amending CMC [1.04.170](#) to update policies regarding the use of the City Seal.

This staff report proposes further amendments to the Municipal Code, including adding section 1.04.165 and amending [1.04.170](#) to formally incorporate the City Logo alongside the City Seal. These changes will grant the City Council explicit authority to regulate and approve the use of both branding elements.

ANALYSIS:

A city's brand is more than just a logo, tagline, or color scheme—it tells a story. It embodies our history, values, and aspirations, fostering a sense of unity within the community.

Recognizing this, the Corona City Council has expressed a desire to allow authorized community sports groups to use the City Logo. The proposed amendments add the City Logo to the Municipal Code, reinforcing the City's commitment to community partnerships while safeguarding its official branding elements.

This proposed amendment to the City Municipal Code aligns with the Council's direction from the March 19, 2025 meeting, where they introduced a City Logo Usage Policy designed to simplify the approval process for local organizations, establish clear oversight to prevent misuse, and strengthen enforcement measures against unauthorized use.

By integrating the City Logo into the Municipal Code and refining the City Logo Usage Policy, the City will strike a balance between accessibility and brand protection, ensuring its identity remains both inclusive and well-preserved.

FINANCIAL IMPACT:

There is no financial impact associated with the recommended action.

ENVIRONMENTAL ANALYSIS:

This action is exempt to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the commonsense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action is merely adding section 1.04.165 and amending [1.04.170](#) of the Corona Municipal Code to regulate the use of the City Logo and Wordmark.

PREPARED BY: CINDY SOLIS, PUBLIC INFORMATION OFFICER

REVIEWED BY: JUSTIN TUCKER, ASSISTANT CITY MANAGER

ATTACHMENTS:

1. Exhibit 1 – Ordinance No. 3415
2. Exhibit 2 – Ordinance No. 3415 (Redline)