

ORDINANCE NO. 3415

AN ORDINANCE OF THE CITY OF CORONA, CALIFORNIA, ADDING SECTION 1.04.165 AND AMENDING SECTION 1.04.170 OF THE CORONA MUNICIPAL CODE TO REGULATE THE USE OF THE CITY LOGO AND MARK

WHEREAS, on October 18, 2023, the City Council enacted Ordinance No. 3379, which amended Corona Municipal Code (“CMC”) Section 1.04.160 and adopted a new corporate seal for the City; and

WHEREAS, on May 17, 2023, the City Council approved the use of a City logo and wordmark and authorized City staff to implement the City’s branding program using such City logo and wordmark; and

WHEREAS, CMC Section 1.04.170 currently prohibits any use of the City seal for other than City purposes without the City Council’s express consent; and

WHEREAS, the City Council desires to amend the CMC to officially adopt the City logo and wordmark and to prohibit its use for any purpose other than City purposes without the express consent of the City Council.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CORONA,
CALIFORNIA, DOES ORDAIN AS FOLLOWS:**

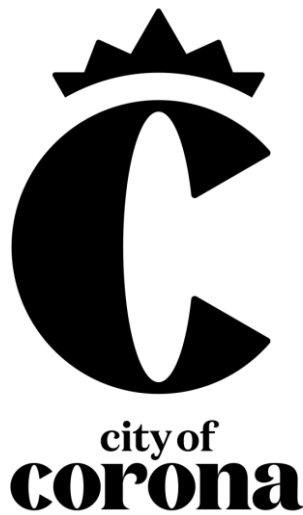
SECTION 1. Incorporation of Recitals. The City Council finds and determines that the foregoing Recitals are true and correct and incorporates the Recitals herein.

SECTION 2. CEQA Findings. This action is exempt pursuant 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 common sense 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 merely amends the CMC to regulate the use of the City logo and wordmark, and there is no possibility that adopting this Ordinance will have a significant effect on the environment. Therefore, no environmental analysis is required.

SECTION 3. Addition of Section 1.04.165. Section 1.04.165 (City Logo and Mark – Adoption - Description) is hereby added to Chapter 1.04 (General Provisions) of Title 1 (General Provisions) of the Corona Municipal Code to read as follows:

“1.04.165 City logos and wordmark – Adoption – Description.

(A) **City logos.** The City Council hereby approves and adopts the following logos for the city, which may be depicted in any color chosen by the city:



(B) **City wordmark.** The City Council hereby approves and adopts the following wordmark for the city, which may be depicted in any color chosen by the city:



SECTION 4. Amendment to Section 1.04.170. Section 1.04.170 (City seal – Unlawful uses) of Chapter 1.04 (General Provisions) of Title 1 (General Provisions) of the Corona Municipal Code is hereby amended in its entirety to read as follows:

“1.04.170 City seal, logo and wordmark – Unlawful uses.

(A) **City seal.** Unless expressly approved in advance by the City Council, it shall be unlawful for any person to do any of the following for any purpose other than for an authorized city purpose: (1) make or use the city seal, either in its current or prior forms as described in Section 1.04.160 above; (2) make or use any cut, facsimile or reproduction of the city seal; or (3) make or use any seal or any design which is an imitation of the city seal, or of the design thereof, or which may be mistaken for the city seal, or the design thereof.

(B) **City logo and wordmark.** Unless expressly approved in advance by the City Council, it shall be unlawful for any person to do any of the following for any purpose other than for an authorized city purpose: (1) make or use one of the city logos or the city wordmark, as currently described in Section 1.04.165 above or as may be amended or modified by the City Council; (2) make or use any cut, facsimile or reproduction of one of the city logos or the city wordmark; or (3) make or use any logo, wordmark or any design which is an imitation of one of the city logos or the city wordmark, or of the design thereof, or which may be mistaken for one of the city logos or the city wordmark, or the design thereof.”

SECTION 5. Severability. If any provision or clause of this Ordinance or any application of it to any person, firm, organization, partnership or corporation is held invalid, such invalidity shall not affect other provisions of this Ordinance which can be given effect without the invalid provision or application. To this end, the provisions of this Ordinance are declared to be severable.

SECTION 6. Conflicting Ordinances. This Ordinance shall supersede all other previous City Council resolutions and ordinances that may conflict with, or be contrary to, this Ordinance.

SECTION 7. Effective Date. The Mayor shall sign this Ordinance and the City Clerk shall attest thereto and shall within fifteen (15) days of its adoption cause it, or a summary of it, to be published in a general circulation newspaper published and circulated in the City of Corona. This Ordinance shall take effect and be in force on the 30th day after its adoption.

PASSED, APPROVED AND ADOPTED this 7th day of May 2025.

Mayor of the City of Corona, California

ATTEST:

City Clerk of the City of Corona, California

CERTIFICATION

I, Sylvia Edwards, City Clerk of the City of Corona, California, do hereby certify that the foregoing Ordinance was regularly introduced at a regular meeting of the City Council of the City of Corona, California, duly held on the 16th day of April 2025, and thereafter at a regular meeting held on the 7th day of May 2025, it was duly passed and adopted by the following vote of the City Council:

AYES:

NOES:

ABSTAINED:

ABSENT:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Corona, California, this 7th day of May 2025.

City Clerk of the City of Corona, California

(SEAL)