

ORDINANCE NO. 80-836

AN ORDINANCE TO AMEND CHAPTER 2 OF THE CODE OF ORDINANCES ENTITLED
ADMINISTRATION

THE CITY OF WARREN ORDAINS:

SECTION 1. That Article I of Chapter 2 of the Ordinances of the City of Warren,
Michigan,

SHALL BE AMENDED, AS FOLLOWS:

Sec. 2-1 Seal.

(unchanged)

Sec. 2-2. Municipal flag.

(unchanged)

Sec. 2-3 Deceptive use of a term or symbol representing the city.

(a) and (a) (1) through (3) (unchanged)

~~(b) Any person who violates any provisions of this section shall be guilty of a m
isdemeanor.~~

Sec. 2-4 Advertisements at public expense.

(a) through (b) (4) (unchanged)

(c) **Limits on advertisements at public expense. Advertisements at public
expense shall comply with the following:**

- (1) The advertisement shall relate to a matter of public concern or interest which may properly be furthered at public expense.
- (2) The advertisement shall be fair, objective and accurate, considering its purposes and subject matter.
- (3) The advertisement shall not contain matters of a partisan political nature and shall not be intended to further the political interests of a particular elected official or candidate for public office.

(d) and (e) (unchanged)

Sec. 2-5. City logo.

The City adopts the symbol illustrated below as the City logo:



Sec. 2-6. Use of City seal and City logo.

1. The city seal and city logo are the property of the City of Warren. The city seal and city logo each serve a different purpose. The city seal is for certifying or authenticating official records or instruments or for official legal or ceremonial purposes. The city logo is a graphic emblem primarily used to identify or promote city programs, initiatives, partnerships and sponsorships.
2. The city clerk is the official custodian of the official seal and logo.
3. The city seal and city logo may be used by city elected or appointed officials or city employees in connection with the performance of the business of the city, its city council, elected or appointed officers, boards, commissions or departments. The city seal shall be used for certification or authentication of city records, city certificates or instruments or for official, ceremonial or legal purposes. The city seal or city logo may be used on city vehicles, equipment, buildings, stationery, websites, fixtures, signage, uniforms or articles of clothing, training programs, presentations, handouts or brochures, elected official pins, city memorabilia, podiums, publications or promotional materials for city events or programs, or news releases or other communications.
4. All use of the city seal and logo shall comply with the branding and styling rules established in the City of Warren Branding and Style Guide.

Sec. 2-7. Prohibitions on use.

1. Except as otherwise allowed in this chapter, a person shall not:
 - a. Display, circulate, depict, wear or reproduce, or make use of the city flag, seal or logo, or any imitation thereof, in, on or in connection with, any advertisement, poster, circular, pamphlet, artifact, article of clothing, social media message, website, web application, public meeting, play, motion picture, telecast, or other production, or on any building, monument, or stationery, for the purpose of obtaining anything of value, or in a manner likely or intended to confuse, deceive or mislead anyone into, or convey a false impression of, City of Warren support, endorsement, sponsorship, participation or approval;
 - b. Sell or purchase for resale, any artifact or item that displays the city seal, city logo for commercial purposes or advertising, without written permission of the city; or

- c. Use the city seal, city logo for purposes of supporting or opposing the nomination or election to any city or other public office of themselves or for purposes of supporting or opposing a candidate or ballot measure, nor include the city seal or city logo, in whole or in part, on any writing distributed for purposes of influencing the electorate in any election. This shall not apply to writings, photographs or videos by or from an elected official or designated department head, in their official capacity supporting or opposing legislation or ballot measures, or incidental to a city officer providing the public with information on behalf of the City of Warren.

2. Authorized Use.

- a. Any private party organizing or sponsoring a public event in partnership with the City of Warren may display the city seal or city logo without alteration, according to the City of Warren Branding and Style Guide. Authorized use is to be by the mayor or his or her designee for the city seal or city logo or reference to the City of Warren endorsing or supporting an event.
- b. Any display or use of the city seal or city logo, or reference to the City of Warren as endorsing or supporting an event, program or message must have the express written authorization from the mayor or his or her designee. The decision of the mayor shall be final, shall be for a limited duration not to exceed beyond the event date, shall be revocable at will and is non-assignable.

SECTION 2. That Section 2.8 shall be added, as follows:

2-8. Penalty.

- 1. A violation of this article may be referred to the city attorney for enforcement, which will include:
 - a. Issuing a written warning and notice for compliance within 10 days;
 - b. Demanding corrective action in a manner reasonably tailored to the circumstances of the violation; and
 - c. Requiring submission of proof of such remediation.
- 2. Failure to comply shall result in the city attorney or authorized official:
 - i. Authorizing a municipal civil infraction punishable by a fine of up to \$500.00 for each offense; and/or
 - ii. Pursuing legal action for declaratory, injunctive or equitable relief.

SECTION 3. Except as amended, all other parts or provisions of the division shall remain unchanged and in effect.

SECTION 4. This Ordinance shall take effect on October 1, 2025.

I HEREBY CERTIFY that the foregoing Ordinance No. 80- 836 was adopted by the Council of the City of Warren at its meeting held on August 26, 2025.

SONJA BUFFA
City Clerk

Published: October 1, 2025

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