

ORDINANCE NO. 950660

Amending Chapter 2 of the Code of Ordinances, relating to the official City symbol, by repealing Sections 2-2 and 2-3 and enacting in lieu thereof new sections of like number and subject matter.

BE IT ORDAINED BY THE COUNCIL OF KANSAS CITY:

Section A. That Chapter 2, Code of Ordinances, is hereby amended by repealing Sections 2-2 and 2-3 and enacting in lieu thereof new sections of like number and subject, to read as follows:

Sec. 2-2. Adoption of official corporate symbol, seal, flag and mark.

An official corporate symbol, an official corporate seal, an official corporate flag and an official corporate mark are hereby adopted for the city, which is as follows:

(1) The official corporate symbol of the city is formed within an implied rectangular space proportionately six units wide by eight units high. An imaginary base line drawn horizontally two units below the upper boundary divides the figure into vertical elements below, curved above. Imaginary lines drawn from the two ends of this base line to the center of the lower boundary serve as a cut line for vertical elements of the figure. The figure or symbol itself consists of five vertical lines separated by four vertical spaces, the line and space widths being equal and totaling two units in width, beginning at and centered from the lower border to the center point of the horizontal base line. From a point two units from the left boundary as center of arc, the center and two vertical lines to the right of center are extended in a 180-degree arc to the left, and then in a straight line to the cut line. From a point two units from the right boundary as center of arc, the center (used for both) and two vertical lines to the left of center are extended in a 180-degree arc to the right, and then in a straight line to the cut line. The full color version displays the shape formed by the outline described in this subsection with color graduating uniformly from blue at the lowest point or tip of the symbol to red at the uppermost quadrant points of the arcs. Where used, the field is either white or black. When viewed in full color, the symbol appears as a fountain with the graduated color implying upward movement. The overall shape of the symbol reads transparently as a heart, symbolizing "Heart of the Nation."

(2) The official corporate seal of the city consists of the corporate symbol described in subsection (1) of this section surrounded with a two-line legend above reading "CITY OF FOUNTAINS" and "HEART OF THE NATION," and a two-line legend below reading "KANSAS CITY" and "MISSOURI" in goudy old style capital letters, such legend being in black if a white field is used and in white if a black field is used. The seal is rectangular in form and not more than 2 1/2 inches in height. Its impression may be embossed without the use of the colors specified in subsection (1) of this section.

(3) The official corporate flag is 135 units in width and 90 units in height with the official corporate seal 60 units in height centered on a white field 90 units square adjacent to the staff. There are vertical red and blue stripes 22 units each in width, with the red stripe located adjacent to the white field and the blue stripe located adjacent to the red stripe. A vertical white stripe one unit in width separates the red and blue vertical stripes.

(4) The official corporate symbol, unenclosed or enclosed by a rectangular line, is declared to be the official mark of the city, and may be printed in solid figure, shape or outline, in red, in blue, in black, in graduated screen from black to gray, or in full graduated color, blue to red.

(5) The official corporate symbol, seal, flag and mark of the city adopted under Ordinance No. 40628 continues to be recognized as the official corporate symbol, seal, flag and mark, respectively, of the city, but may not be newly affixed or used except as follows:

- a. On printed matter, souvenir items and ceremonial keys, until existing supplies are used.
- b. On clothing, vehicles and personal property, until existing supplies are routinely replaced or until the mark can be economically replaced.

Sec. 2-3. Use of official corporate mark and seal.

(a) The official corporate mark of the city is to be used on all city printed matter, on city uniform clothing, and on city vehicles, and may be used on city buildings and other fixed structures, and on souvenir items. The official corporate seal of the city may be used upon ceremonial keys to the city, and upon ordinances and resolutions enacted by the council, proclamations issued by the mayor, legal instruments of the city lawfully executed, and certifications made by the director of records pursuant to lawful authority. The

city manager may waive the requirement of use of the city mark and authorize the use of a special symbol in lieu of the city mark by the department of convention and entertainment centers for marketing purposes. No other mark, symbol, seal, logo or other image or design purporting to represent or denote the city or any of its departments may be recognized or used. However, the Mayor and City Manager, or their designees, may jointly approve the use of the official city mark, symbol, or seal, in forms varying from those set forth in this ordinance.

(b) It is unlawful for any person other than the director of records or his deputy to attach or impress the official seal of the city, or any representation thereof, to or upon any instrument. It is unlawful for any person to attach or impress the official seal or official mark of the city, or any representation of either, to or upon any item except as provided in this section. Any person violating the provisions of this section, upon conviction thereof, may be punished by a fine of not less than \$1.00 and not more than \$500.00 for each offense.

(c) Nothing in this section may be construed to make unlawful the use, printing or embossing of the official mark, seal or symbol by city employees or officials authorized by the city manager, or by persons contracting with the city under a franchise agreement authorizing the creation of city souvenirs, clothing, ceremonial and other items.

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Approved as to form and legality:

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Assistant City Attorney3