

# Chapter 3

## CITY LOGO

- 1-3-1 Form of Official City Logo
- 1-3-2 Policy on Use of City Logo
- 1-3-3 Restrictions on Use of City Logo
- 1-3-4 Violation

### Sec. 1-3-1 Form of Official City Logo

The City of Onalaska has adopted the logo set forth below as its official city logo (the “Official City Logo”) depicted below is a stylized portrayal of the sun, water (lake), cattails, sunfish and sky (air). The words “Onalaska Wisconsin Est. 1851” are integrated into the design. This Official City Logo shall be used by the City of Onalaska and its departments only in their official capacity and shall not be used by others.



### Sec. 1-3-2 Policy on Use of Official City Logo

- (a) The City Council finds that the Official City Logo as set forth herein above is a symbol of the authority and jurisdiction of the City, and as such, are valuable assets of the City and its citizens. The City Council desires to insure that only appropriate uses are made of the Official City Logo.
- (b) The Official City Logo may not be used by individuals, groups or organizations other than the City unless prior written approval has been granted by the Administrative Committee of the City of Onalaska. Any other use will be in violation of Section 1-3-3 of this Chapter.

### Sec. 1-3-3 Restrictions on Use

Use of the Official City Logo shall be restricted as follows:

- (a) Except as authorized by the City or as otherwise provided by law, the Official City Logo shall not be used on or in connection with any advertisement or promotion for any product, business, organization, service or article, whether offered for sale, for profit or offered without a charge.

**City Logo**  
**1-3-3**

- (b) No person shall use a symbol that imitates the Official City Logo or that is deceptively similar in appearance to the official City Logo.

**Sec. 1-3-4                      Violation**

Any person who violates this chapter is deemed to have committed a civil infraction as set forth in Chapter 1-1-7 of the Code of Ordinances and shall be punishable by a penalty of up to five hundred dollars (\$500) for each violation. Each day a violation continues shall be deemed to be a separate violation. The City's right to prosecute under this section shall not affect its rights to pursue civil or injunctive relief under federal or state laws, or any other relief available under the law.