

ORDINANCE 1286

ORDINANCE OF THE MAYOR AND BOROUGH COMMISSIONER'S OF THE BOROUGH OF DEAL, COUNTY OF MONMOUTH, STATE OF NEW JERSEY, AMENDING AND SUPPLEMENTING CHAPTER IV OF THE BOROUGH CODE ENTITLED LICENSING AND BUSINESS REGULATIONS TO INCLUDE SECTION 4-10 TITLED "USE OF BOROUGH SEAL AND LOGOS."

- **Use of Borough Seal and Logos.**
- **Borough seal**

The Borough seal above, which has been created and used by the Borough, property of the Borough, and hereby officially adopted by the Board of Commissioners. An official digital copy of the Borough seal is on file with the Borough Administrator.



- **Borough logos**

The Borough logos above which have been in use by the Borough since 1898 are Borough property and are hereby officially adopted.



2.38.030 - Use of Borough seal and Borough logos

- A. The Borough Administrator has charge of the Borough seal and Borough logo and will affix the Borough seal to all certificates and documents as may be required by law, by the code, or by ordinance of the Borough.
- B. All other uses of the Borough seal and Borough logo are restricted to official Borough business and such other appropriate uses that further the operations of the Borough as may be authorized in writing by the Borough administrator, or as otherwise specifically permitted in this code or Borough policy.
- C. Except where authorized by federal law, no person may make or use the Borough seal and/or Borough logo or any cut, facsimile, or reproduction thereof, or to make or use any seal, logo, or any design which is an imitation of, in the design of, or which may be mistaken for the Borough seal or Borough logo without the written authorization of the Borough administrator or the Borough Administrator's designee.
- D. Borough officials, employees, and members of the Board of Commissioner's may use stationery, printed materials and other articles with the Borough logo, or facsimile of the Borough's logo, within the scope of their office or employment or Borough elected or appointed position.
- E. No person, including any elected officer of the Borough, may use the Borough seal or logo, or in any correspondence or other printed materials distributed in favor of or against any ballot measure or in favor of or against any candidate for public office.
- F. The Borough seal and logo may be at times requested to be used by outside entities or agencies for events co-hosted or supported by the Borough. Requests must be submitted to the Borough Administrator or his/her designee who has the sole discretion to approve or deny such requests, and to promulgate the manner, timing, and format of such requests. When considering such request, the Borough Administrator or designee will consider the ultimate benefit to the Borough of such use, the effects of association by the Borough with the event or occurrence, the Borough traditional sponsorship activities, and other criteria which shall be fairly and neutrally applied to all requestors.

Borough Administrator is authorized to adopt policies to further provide for the permitted use of the Borough seal and logo.

- G. It shall be unlawful for any person to make or use the Borough Seal or logo deceptively, fraudulently, or without express written permission from the Borough of Deal. Unauthorized use of the Borough seal and logos is declared a public nuisance and the Borough can abate or enjoin such use pursuant to this code.

NOTICE IS HEREBY GIVEN that the foregoing ordinance was introduced and passed by the Board of Commissioners on first reading at a regular meeting of the Board of Commissioners of the Borough of Deal held on the 6th day of June, 2024 and will be considered for second reading and final passage at a regular meeting of the Board of Commissioners to held on the 8th day of July, 2024 at 7:00 PM in the Court Room of Borough Hall, 190 Norwood Avenue, Deal, New Jersey at which time and place any persons desiring to be heard upon the same will be given the opportunity to be so heard.

INTRODUCED: June 6, 2024

ADOPTED: July 8, 2024

ATTEST:



Ronen Neuman Acting Clerk