

CITY OF OAK HILL

ORDINANCE 2025-X2

SECOND READING

NOW THEREFORE, be it ordained by the Council of the City of Oak Hill, in the State of West Virginia, as follows:

SECTION 1: AMENDMENT “1.06.020 City Seal” of the Oak Hill Municipal Code is hereby *amended* as follows:

A M E N D M E N T

1.06.020 City Seal

A. Purpose and Intent:

The purpose of this ordinance is to establish legal protection for the City's official logo, seal, and related branding materials, and to prohibit their use for any purpose not expressly authorized by the City of Oak Hill.

B. Definitions:

1. City Logo means the official graphic symbol, mark, or emblem adopted by the City of Oak Hill to identify official City business, property, and communications.
2. City Seal means the official seal of the City of Oak Hill used to authenticate documents and legal instruments. The official seal of the City shall be circular in design, upon the exterior of which shall be the lettering “City of Oak Hill, West Virginia” and in the inner circle of which shall be “Incorporated 1923”.
3. Branding Materials means Any official design elements, taglines, color schemes, or other visual identifiers adopted by the City for branding and communication purposes.

4. Unauthorized Use means any use, reproduction, or display of the City Logo, Seal, or Branding Materials without written permission from the City Manager or other authorized official.

C. Restrictions on Use:

1. The City Logo, Seal, and Branding Materials shall be used only for official City business and purposes as approved by the City Manager, Mayor, or City Council.
2. No person, business, organization, or other entity shall use, reproduce, alter, or display the City Logo, Seal, or Branding Materials.
 - a. For commercial gain or advertisement;
 - b. On private correspondence, vehicles, clothing, or merchandise;
 - c. In any way that implies City endorsement, sponsorship, or affiliation;
 - d. In any manner that could mislead the public or damage the City's reputation.

D. Authorized Uses:

The City Manager may grant written authorization for the use of the City Logo or Branding Materials for limited purposes that promote official City programs, partnerships, or community initiatives, provided such use:

1. Upholds the dignity and integrity of the City;
2. Does not create confusion regarding City endorsement; and
3. Complies with City branding guidelines.
4. All authorized uses shall be documented and retained by the City Clerk.

E. Enforcement and Penalties:

1. Any person or entity found in violation of this ordinance shall be subject to:
 - a. A written cease-and-desist order;
 - b. Confiscation or removal of materials bearing the unauthorized logo or branding; and
 - c. A civil fine not to exceed \$500 per violation.
 - d. Each day that a violation continues shall constitute a separate offense.
 - e. The City Attorney is authorized to seek injunctive relief or other legal remedies to prevent or remedy violations of this ordinance.

SEVERABILITY CLAUSE Should any part or provision of this Ordinance be declared by the courts to be unconstitutional or invalid, such decision shall not affect the validity of the Ordinance in whole or any part thereof other than the part so declared to be unconstitutional or invalid.

EFFECTIVE DATE This Ordinance shall be in full force and effect from Nov 24, 2025 and after the required approval and publication according to law.

PASSED AND ADOPTED BY THE CITY OF OAK HILL COUNCIL _____.

	AYE	NAY	ABSENT	ABSTAIN
Bill Hannabass	_____	_____	✓	_____
Diana Janney	✓	_____	_____	_____
Roger Evans	✓	_____	_____	_____
Terry VanBuskirk	_____	_____	✓	_____
Tim Buskirk	✓	_____	_____	_____
Carlos (PJ) Elder Jr.	✓	_____	_____	_____
Chris Gill	✓	_____	_____	_____

Presiding Officer

Charles H. Briscoe Jr.

Charles H. Briscoe Jr., Mayor

City of Oak Hill

Attest

Valerie Vaughn

Valerie Vaughn, Clerk/Treasurer

City of Oak Hill