ORDINANCE NO. 318
CITY OF LIBERTY LAKE
SPOKANE COUNTY WASHINGTON

AN ORDINANCE OF THE CITY OF LIBERTY LAKE, SPOKANE COUNTY, WASHINGTON, ADOPTING A NEW CITY LOGO; ESTABLISHING ITS OFFICIAL USE AND PROTECTION; REPEALING ORDINANCE NO. 71; PROVIDING FOR SEVERABILITY; AND ESTABLISHING AN EFFECTIVE DATE.

WHEREAS, the City adopted its existing City logo through Ordinance No. 71 on November 20, 2001; and

WHEREAS, the City determined that an updated logo would better reflect Liberty Lake's current identity, community character, and future direction; and

WHEREAS, the City conducted multiple rounds of community engagement through various channels before and during the design process to identify the qualities and essential elements the logo should convey, evaluate initial concepts, and guide refinements, and the City Council finds that the final design incorporates the community's expressed preferences while providing a distinctive, functional, and enduring visual identity for the City; and

WHEREAS, the City Council finds it appropriate to adopt the new logo as the City's official logo, protect its integrity, and repeal Ordinance No. 71 so that the City's logo requirements are stated in one ordinance.

NOW, THEREFORE, the City Council of the City of Liberty Lake, Washington, ordains as follows:

Section 1. Findings. The recitals above are adopted as findings of fact and are incorporated into this ordinance by this reference. The City Council further finds that the official City logo is a valuable public asset that identifies the City and should be used consistently and protected from misleading, deceptive, or unauthorized use.

Section 2. Adoption of Official City Logo. The design shown in Exhibit A, attached to and incorporated into this ordinance, is adopted as the official logo of the City of Liberty Lake. Authorized variations, including horizontal, vertical, one-color, reversed, and other production formats, may be maintained in the City's adopted brand standards provided that they do not materially alter the official design shown in Exhibit A.

Section 3. Official Use and Administrative Authority. The City logo may be displayed or used for official City purposes and in other circumstances authorized by the Mayor or the Mayor's designee. The Mayor or designee may adopt and administer brand standards governing approved logo files, colors, clear space, minimum size, placement, accessibility, and related applications, provided those standards remain consistent with Exhibit A and this ordinance.

Section 4. Unauthorized Use. Except as authorized by the Mayor or the Mayor's designee, no person may use the City logo, or a design that imitates or is deceptively similar to it, in connection with advertising, promotion, endorsement, fundraising, merchandise, a product, a business, an organization, or a service, whether offered for profit or not for profit. This section does not prohibit fair use of the logo for news reporting, commentary, criticism, education, or other use protected by law when the use does not reasonably imply City sponsorship, approval, or endorsement.

Section 5. Enforcement. The City may pursue any civil, injunctive, administrative, or other remedy available under federal, state, or local law to prevent or remedy unauthorized use of the City logo. A willful violation of this ordinance is subject to the penalties established by applicable City code. Enforcement

under this section does not limit any rights or remedies available to the City under trademark, copyright, unfair competition, or other law.

Section 6. Intellectual Property Protection. The Mayor or designee is authorized to seek and maintain trademark, copyright, or other legal protection for the City logo and to take reasonable actions necessary to protect the City's rights in the logo.

Section 7. Transition. Following the effective date of this ordinance, the City shall implement the new logo in an orderly and cost-conscious manner. Existing signs, vehicles, uniforms, forms, supplies, digital materials, and other items displaying the former logo may remain in use until they are replaced, updated, exhausted, or otherwise removed in the ordinary course of City operations, unless the Mayor or designee determines earlier replacement is necessary. This section does not authorize any new use of the former logo by a person other than the City.

Section 8. Repeal of Ordinance No. 71. Ordinance No. 71 is repealed in its entirety on the effective date of this ordinance. The repeal does not impair any right, obligation, enforcement action, or proceeding that accrued or began under Ordinance No. 71 before the effective date of this ordinance.

Section 9. Severability. If any section, sentence, clause, or phrase of this ordinance is held invalid or unconstitutional by a court of competent jurisdiction, the invalidity or unconstitutionality shall not affect the validity or constitutionality of any other section, sentence, clause, or phrase of this ordinance.

Section 10. Corrections. Upon approval of the City Attorney, the City Clerk and codifiers are authorized to make necessary clerical corrections to this ordinance, including the correction of scrivener's errors, references, numbering, section or subsection numbers, and any reference to this ordinance.

Section 11. Effective Date. This ordinance shall take effect and be in full force five days after publication of the ordinance, or a summary thereof, in the City's official newspaper as provided by law.

PASSED by the City Council this [20] day of [October], 2026.

ATTEST:

Rochelle Caton

Rochelle Caton, City Clerk

CITY OF LIBERTY LAKE:

Cris Kaminskas

Cristella Kaminskas, Mayor

APPROVED AS TO FORM:

Sean P. Boutz, City Attorney

Date of Publication: October 30th, 2026

Effective Date: November 4, 2026