

Ordinances Governing  
**THE FLAG AND LOGO**  
in the  
CITY OF ARLINGTON  
TEXAS

Amended by Ordinance No. 14-042

(August 19, 2014)

(Chapter Designator: FLAG AND LOGO)

**ORDINANCE HISTORY**

<b><u>Number</u></b>	<b><u>Date of Adoption</u></b>	<b><u>Comments</u></b>
86-150	08/12/86	
<a href="#">96-123</a>	09/10/96	Amend <b>Article V</b> , <u>Rules Governing the Use of the City of Arlington Logo</u> , <b>Section 5.03</b> , <u>Allowable Uses</u> , and add new <b>subsection 5.03(5)</b> , relative to conditions under which permission may be granted to media agencies to use the logo.
<a href="#">14-042</a>	09/18/14	Amend <b>Article I</b> , <u>Definitions</u> , <b>Section 1.02</b> , <u>Logo</u> ; amend <b>Article II</b> , <u>Clarifying Description of City of Arlington Flag and Logo</u> , by the deletion of <b>Section 2.02</b> , <u>Illustrating City of Arlington Flag</u> , and the renumbering of the remaining section; amend <b>Section 2.03</b> , <u>Description of the City of Arlington Flag</u> ; amend <b>Article V</b> , <u>Rules Governing the Use of the City of Arlington Logo</u> , <b>Section 5.02</b> , <u>Application Submitted</u> ; <b>Section 5.03</b> , <u>Allowable Uses</u> ; <b>Section 5.04</b> , <u>Approval</u> ; and <b>Section 5.05</b> , <u>Guidelines to be Followed</u> ; amend <b>Article VI</b> , <u>Use of the Flag</u> , <b>Section 6.01</b> , <u>Use of City of Arlington Logo, Servicemark and Trademark on City of Arlington Flag</u> ; and <b>Section 6.04</b> , <u>Penalty</u> .

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**ARTICLE I**

**DEFINITIONS**

**Section 1.01 Flag**

The word “Flag”, as used in this ordinance, shall include any flag, standard, or shield, or copy, picture or representation thereof, made of any substance or represented or produced thereon, and of any size, evidently purporting to be such flag, standard, or shield of the City of Arlington, or a copy, picture or representation thereof.

**Section 1.02 Logo**

The word “Logo”, as used in this ordinance shall include the following images:



(Amend Ord 14-042, 8/19/14)

## ARTICLE II

### CLARIFYING DESCRIPTION OF CITY OF ARLINGTON FLAG AND LOGO

#### **Section 2.01 Purpose**

The purpose of this chapter is to clarify the description of the City of Arlington Flag and the City of Arlington Logo, to standardize the appearance of the Flag and Logo, and to outline rules to govern the correct use of the Flag and the City of Arlington Logo.

#### **Section 2.02 Description of the City of Arlington Flag**

The City of Arlington Flag is an emblem of four sides, and four angles of ninety (90) degrees each, its height being equal to 60% of its length. The Flag shall consist of a white background with the City of Arlington Logo imprinted or embossed thereon. The words "City of Arlington Texas" shall be printed or embossed beneath such Logo and shall be in black or navy blue. The lettering and Logo shall be centered each way in the field of the Flag. The entire width of the lettering and Logo shall be two-thirds (2/3) of the length of the Flag. The entire height of the lettering and logo shall be two-thirds (2/3) of the height of the Flag. The height of the lettering shall be one-tenth (1/10) of the height of the Flag. A tolerance of plus or minus 5% of the foregoing proportions is permitted. (Amend Ord 14-042, 8/19/14)

## ARTICLE III

### RULES GOVERNING THE USE OF THE CITY OF ARLINGTON FLAG

#### **Section 3.01 Flag Outside**

When the Flag is displayed out-of-doors on either a flagpole or a staff, the staff should be at least two and one-half times as long as the Flag. The Flag is to be attached at the spearhead end of the staff.

#### **Section 3.02 Flag Flying Times**

The Flag should not be displayed outdoors earlier than sunrise nor later than sunset. However, when a patriotic effect is desired, the City of Arlington Flag may be displayed 24 hours a day if properly illuminated during the hours of darkness, or under the same circumstances as the Flag of the United States of America or the Texas Flag may be displayed.

#### **Section 3.03 Inclement Weather**

The Flag shall not be displayed on days when the weather is inclement, unless a weather-proof flag is displayed.

#### **Section 3.04 Special Days**

It is appropriate to display the Flag on all Federal and State Memorial Days and on special occasions of historical significance.

#### **Section 3.05 Hoisting**

The Flag should always be hoisted briskly, and lowered slowly and furled with appropriate ceremonies.

#### **Section 3.06 Fastening**

The Flag should not be fastened in such a manner that it can be torn easily.

#### **Section 3.07 Flown Rightside Up**

When the Flag is flown from a flagpole or staff, the top of the Flag should always be upward.

### **Section 3.08 Processions**

The City of Arlington Flag should be on the marching left when it is carried in a procession in which the Flag of the United States of America and/or Texas Flag is unfurled.

### **Section 3.09 Wall Staffs**

The City of Arlington Flag should be on the left of the Flag of the United States of America or Texas Flag, and its staff should be behind the staff of the Flag of the United States of America or Texas Flag when the two are displayed against a wall from crossed staffs.

### **Section 3.10 Adjacent Poles**

- A. When the City of Arlington Flag is flown on a flagpole adjacent to the flagpole on which the Flag of the United States of America and/or the Texas Flag is flown, it should be unfurled after the Flag of the United States of America and/or the Texas Flag, and it should be displayed at the left of the Flag of the United States of America and/or Texas Flag.
- B. When the City of Arlington Flag and the Flag of the United States of America and/or Texas Flag are displayed at the same time, they should be flown on separate flagpoles of equal length, and the Flags should be approximately the same size.

### **Section 3.11 Single Pole - Courtesy**

When it is necessary for the City of Arlington Flag and Flag of the United States of America and/or Texas Flag to be flown from the same halyard, the City of Arlington Flag must be beneath the Flag of the United States of America and/or the Texas Flag.

### **Section 3.12 Exterior Mounting**

When the Flag is flown from a window-sill, balcony, or front of a building and flat against the wall, it should be on a staff, and the top of the Flag should be to the observer's right.

### **Section 3.13 Speaker Platform Display**

- A. When the City of Arlington Flag and the Flag of the United States of America and/or Texas Flag are displayed on a speaker's platform at the same time, the City of Arlington Flag should be on the left side of the speaker. The immediate right side of the speaker is reserved for the Flag of the United States of America or, if it is not displayed, the Texas Flag. If both the Flag of the United States of America and the Texas Flag are displayed, the Texas Flag occupies the speaker's immediate left and the City of Arlington Flag is displayed further left.
- B. The Flag should never be used to cover a platform or speaker's desk, nor to drape over the front of a speaker's platform.
- C. When the Flag is displayed flat on the wall of a platform, it should be above, and preferably behind, the speaker.

### **Section 3.14 Other Means of Display**

- A. When the Flag is displayed on a motor car, the staff should be fastened firmly to the chassis of the car, or clamped firmly to the right fender, unless the Flag of the United States of America or the Texas Flag is flown on the right fender, in which case the City of Arlington Flag should be displayed on the left fender.
- B. When the Flag is displayed on a float in a parade, it should always be attached securely to a staff and consistent with Section 3.08.
- C. When the Flag is displayed over the middle of the street, it should be suspended vertically with the top to the north in an east and west street or to the east in a north and south street.
- D. When the Flag is suspended across a corridor or lobby in a building, it should be suspended vertically with the top of the Flag to the observer's left upon entering through the main entry.

### **Section 3.15 Careless Contact**

The Flag should not be allowed to touch the ground, floor, water, or merchandise.

### **Section 3.16 Vehicle Contact**

The Flag should not be draped over the hood, top, sides or back of any vehicle, or of a railroad train, boat or aircraft.

### **Section 3.17 Costume and Uniform**

The Flag should not be used as any portion of a costume or athletic uniform, except by approval of the City Council.

### **Section 3.18 Inappropriate Uses**

The Flag should not be embroidered upon cushions, handkerchiefs, or similar items, nor printed on paper napkins or boxes. Further, the Flag should never be used as a receptacle for receiving, holding, carrying or delivering anything.

### **Section 3.19 Ensignia**

The Flag should not have any printing, lettering, mark, word, figure, design, picture, or drawing of any kind placed upon it other than prescribed herein.

### **Section 3.20 Coverings**

It is disrespectful to the Flag to use it for purposes of decoration, either as a covering for automobiles or floats in a parade, or for draping speakers' platforms or stands, for covering a statue or monument, or covering a ceiling, or for any other similar purposes of decoration. For such purposes of decoration, the colors of the Flag may be used in bunting or other cloth.

### **Section 3.21 Carrying**

Whenever practicable, the Flag should always be carried aloft and free, as it is carried in a parade.

### **Section 3.22 Half-Mast Flying**

The Flag is flown at half-mast by first raising it to the top of the flagpole, and then slowly lowering it to a position one-half of the distance down the flagpole, and there leaving it during the time it is to be displayed. In taking the Flag down, it should first be raised to the top of the flagpole, and then slowly lowered and furled with appropriate ceremony.

### **Section 3.23 Avoiding Soiling or Damage**

The Flag should not be displayed, used, nor stored in such a manner that it can be easily soiled or otherwise damaged.

### **Section 3.24 Destruction**

When the Flag is in such condition of repair that it is no longer a suitable emblem for displaying, it should be totally destroyed, preferably by burning, and that privately; or this should be done by some other method in keeping with the spirit of respect and reverence which all citizens owe the emblem which represents the City of Arlington.

### **Section 3.25 Use Subject to United States and Texas Flag Rules**

No use of the City of Arlington Flag should be inconsistent with the rules for use of the Flag of the United States of America or the Texas Flag.

**ARTICLE IV**  
**PUBLIC DISPLAY OF CITY OF ARLINGTON FLAG**

**Section 4.01 Position**

On every occasion of public display of the City of Arlington Flag, within the City, it shall occupy the position of honor when displayed in company with the flags of other cities, states, nations or international organizations; provided, however, that when the Flag of the United States of America or the Texas Flag is displayed with the City of Arlington Flag, those flags shall occupy such position of honor as are accorded them by law.

**ARTICLE V**  
**RULES GOVERNING THE USE OF THE**  
**CITY OF ARLINGTON LOGO**

**Section 5.01 Approval Required**

No person, association, corporation, organization, or group, of any type or character, shall cause or allow to be used or displayed the City of Arlington Logo on any item unless such use or display is approved as provided by this Ordinance, and is otherwise in compliance with this Ordinance.

**Section 5.02 Application Submitted**

Application for approval to use or display the City of Arlington Logo shall be made to the City Manager, or his/her designee, prior to such use or display. (Amend Ord 14-042, 8/19/14)

**Section 5.03 Allowable Uses**

Use of the City of Arlington Logo shall be limited to the following:

1. Nonprofit charitable organizations;
2. Events limited in duration to a period of time specifically designated in the application;
3. Uses which comport with the guidelines listed in Section 5.05; and/or
4. Such other uses deemed appropriate by the City Manager, or his/her designee, taking into consideration the good name, reputation and public image of the City of Arlington at stake each time a request for use is granted.
5. Media agencies may be granted permission to use the City of Arlington logo provided the following criteria are met:

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- a. if the media agency is a television station with a broadcast signal which serves the entire population or geographic city limits of the City of Arlington; or
- b. if the media agency is a newspaper with a paid subscriber circulation within the City of Arlington of not less than 10,000 subscribers.

The City Manager, or his/her designee, shall determine if a media agency is in compliance with this ordinance. (Amend Ord 14-042, 8/19/14)

### **Section 5.04 Approval**

The City Manager, or his/her designee, shall review each application for compliance with this Ordinance. An application for use submitted to the City Manager, or his/her designee, shall be approved or disapproved by the City Manager, or his/her designee, and such decision shall be final. (Amend Ord 14-042, 8/19/14)

### **Section 5.05 Guidelines to be Followed**

The following guidelines shall be followed by the City Manager, or his/her designee, in reviewing each application for use of the City of Arlington Logo.

1. Use of the City of Arlington Logo shall not be allowed if such use:
  - a. is, or includes matter which is immoral, deceptive, or scandalous according to community standards;
  - b. may disparage, or falsely suggest a connection with, or bring into contempt or disrepute the City of Arlington;
  - c. is likely to cause confusion or mistake, or to deceive, because, when applied to the applicant's proposed use in connection with an activity or event, the activity or event appears to be controlled by the City of Arlington when such is not the case. (Amend Ord 14-042, 8/19/14)

## ARTICLE VI

### USE OF THE FLAG

#### **Section 6.01 Use of City of Arlington Logo, Servicemark and Trademark on City of Arlington Flag**

- A. The grant of permission contained in these articles to display the City of Arlington Flag, and the fact that the Flag contains the City of Arlington Logo, shall not be construed as general permission for the public to use the City of Arlington Logo, trademark, or servicemark when same is not a part of such Flag or when such Flag or display thereof does not comply with the provisions of this ordinance.
- B. There is hereby granted permission to manufacture, sell, deliver, possess, and display the City of Arlington Flag consistent with the provisions of this ordinance.
- C. Nothing herein shall be deemed to constitute a waiver by the City of Arlington of the use of the City of Arlington Logo, its registered servicemark and trademark, for any use or in any manner not specifically authorized by this ordinance.  
(Amend Ord 14-042, 8/19/14)

#### **Section 6.02 Desecration of City of Arlington Flag**

- A. No person shall intentionally or knowingly desecrate a City of Arlington Flag.
- B. For purposes of this section, "desecrate" means deface, damage, or otherwise physically mistreat in a way that tends to incite an immediate breach of peace.

#### **Section 6.03 Advertisement**

- A. No person shall display, manufacture, sell, offer for sale, give away or possess for such purposes, any article or item upon which shall have been printed, painted, attached or otherwise placed, a representation of the City of Arlington Flag or the City of Arlington Logo to advertise, call attention to, decorate, mark or distinguish the article or item on which so placed unless specifically authorized by resolution of the City Council.

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- B. Advertising signs shall not be fastened to a staff or halyard from which the Flag is flown.

**Section 6.04 Penalty**

Any person violating the provisions of Section 6.02 or Section 6.03 of Article VI of this Chapter shall be deemed guilty of a misdemeanor and shall be punished by a fine not exceeding \$200.00. Each day that a violation is continued shall constitute a separate offense. (Amend Ord 14-042, 8/19/14)