

CITY OF OSAWATOMIE, KANSAS

RESOLUTION No. 882

A RESOLUTION DIRECTING THE CITY MANAGER TO ENTER INTO CONTRACT WITH SPRINGBOARD CREATIVE TO REDESIGN THE CITY LOGO AND OTHER BRANDING ELEMENTS

WHEREAS, the City of Osawatomie’s current logo has been in effect since at least 1993 and has no unique or identifying elements related to our community, its history, or our cultural landscape; and

WHEREAS, exterior departments that have public engagement outside the general City umbrella, such as the Osawatomie Golf Course and Osawatomie Public Library, do not have their own identifying logos or other unique branding elements; and

WHEREAS, the City of Osawatomie is preparing to engage in a downtown planning project aimed at revitalizing our downtown corridor and community-wide identity, the culmination of which would be the optimum time to debut a new government brand or identity to better convey what the City has to offer visitors and residents alike; and

WHEREAS, Springboard Creative has a wealth of experience in government branding projects and other large-scale marketing directives that make them the optimal team to assist us in this process.

NOW, THEREFORE, be it resolved by the Governing Body of the City of Osawatomie:

Section 1. The Governing Body hereby directs the City Manager to enter into a contract with Springboard Creative to redesign the City logo and other branding elements such as sub-department logos, branding elements, and other style guidelines.

PASSED AND APPROVED by the Governing Body of the City of Osawatomie, Kansas, this ____ day of _____, 2021, a majority voting in favor of.

APPROVED and signed by the Mayor.

L. Mark Govea, Mayor

(SEAL)

ATTEST:

Tammy Seamands, City Clerk