

CITY OF OSAWATOMIE, KANSAS

RESOLUTION NO. 904

A RESOLUTION DIRECTING THE CITY MANAGER TO FINALIZE THE REDESIGN OF THE CITY LOGO AND OTHER BRANDING ELEMENTS BASED ON THE INPUT OF THE CITY COUNCIL

WHEREAS, the City of Osawatome'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 Osawatome Golf Course and Osawatome Public Library, do not have their own identifying logos or other unique branding elements; and

WHEREAS, the City of Osawatome 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, the City of Osawatome has contracted with Springboard Creative to assist us in this process; and

WHEREAS, it's appropriate for the City Council to "weigh in" with their thoughts on the what's being created.

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

Section 1. The Governing Body hereby directs the City Manager and Springboard Creative to take into account the concepts and thoughts shared tonight and integrate them in to the design process and finish the such as sub-department logos, branding elements, and other style guidelines necessary to complete the task

PASSED AND APPROVED by the Governing Body of the City of Osawatome, Kansas, this 22nd day of July 2021, a majority voting in favor of.

APPROVED and signed by the Mayor.

L. Mark Govea, Mayor

(SEAL)

ATTEST:

Tammy Seamands, City Clerk