



City of Osawatomie

ACTION ITEM SUMMARY	Item Number:	10.B
	Date:	July 21, 2021
City Manager	From:	Mike Scanlon

RE: Resolution 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.

RECOMMENDATION: City Staff recommends that Council approve Resolution 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.

DETAILS: The current City of Osawatomie logo, our little green tree, has been in effect since at least 1993. While simple and clean, it is very nondescript and generic, and has no ties to our community’s most notable features. As we embark upon our downtown planning project and redevelopment, we’d like to also look at redeveloping our City identity. We have so much to offer visitors and residents alike, and we should be marketing ourselves accordingly. The City contracted with Springboard Creative, to help us find a logo that is uniquely Osawatomie. They will be presenting concepts at the City Council meeting for the City Council to consider and provide their input on.

Related Statute / City Ordinances	Resolution 882
Line Item Code/Description	N/A
Available Budget:	N/A