



Legislation Text

File #: 31708, **Version:** 1

Fiscal Note

This logo would replace the current City logo on all stationery, business cards, forms, printed memoranda sheets, and official paper and digital communications, and vehicles. Implementation would happen over time as supplies are replenished and would result in no additional costs.

Title

Adopting the City Engineering logo as the official City of Madison logo.

Body

WHEREAS, the City of Madison's official logo is a symbol of jurisdiction of the City which makes it a valuable asset of the City and its citizens; and

WHEREAS, the current City logo uses graphical styles and cursive font from a branding style that is nearly 20 years old; and

WHEREAS, the buildings on the left hand side of the logo are not accurate to the current City skyline thereby dating the logo in terms of area construction; and

WHEREAS, City Engineering has used a logo which is classic, iconic and familiar to the public as seen on City bridges, utility covers and other facilities which also gives it an enduring quality;

NOW, THEREFORE, BE IT RESOLVED that the Common Council hereby approves of formally adopting the logo used by the Engineering Department as the official City of Madison logo which would replace the current City logo on all stationery, business cards, forms, printed memoranda sheets, and official paper and digital communications; and

BE IT FURTHER RESOLVED that adoption would happen over time as supplies are replenished to result in no additional costs.