

RESOLUTION NO. 21-32

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF MARICOPA, ARIZONA, CONDENSING AND UPDATING THE PREVIOUSLY ADOPTED CITY LOGO AND BRAND STANDARDS MANUAL BY APPROVING AND ADOPTING A REVISED STREAMLINED CITY OF MARICOPA BRANDING GUIDELINES MANUAL, AND AUTHORIZING THE CITY MANAGER TO MAKE FUTURE REVISIONS TO THE GUIDELINES AS NECESSARY.

WHEREAS, on February 5, 2008, the Mayor and Council of the City of Maricopa, Arizona, approved Resolution No. 08-07 approving and adopting a new official City Logo and Brand Standards Manual; and

WHEREAS, on February 3, 2009, the Mayor and City Council amended the branding guidelines to include logo usage rules and guidelines; and

WHEREAS, the Mayor and Council of the City of Maricopa have reviewed the City Logo and Brand Standards Manual, as amended from time to time, and have determined that the manual should be condensed and updated by approving and adopting a revised streamlined City of Maricopa Branding Guidelines Manual.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and City Council of the City of Maricopa, Arizona, that the City Logo Brand Standards Manual, as adopted on February 5, 2008 and amended on February 3, 2009, is hereby condensed and updated by approving and adopting a revised streamlined City of Maricopa Branding Guidelines Manual in the form attached to and made a part of this Resolution and the City Manager is hereby authorized to make future revisions to the Guidelines as necessary.

PASSED AND ADOPTED by the Mayor and Council of the City of Maricopa, Arizona, this 15th day of June, 2021.

APPROVED:

Christian Price
Mayor

ATTEST:

Vanessa Bueras, CMC
City Clerk

APPROVED AS TO FORM:

Denis Fitzgibbons
City Attorney