



City of Maricopa

Legislation Details (With Text)

File #: MISC 17-38 **Version:** 1 **Name:** Deviating from Branding Guidelines for logo colors on a flag

Type: Miscellaneous Item **Status:** Passed

File created: 6/14/2017 **In control:** City Council Regular Meeting

On agenda: 6/20/2017 **Final action:** 6/20/2017

Title: The Mayor and City Council shall discuss and possibly take action on approving deviating from City of Maricopa Branding Guidelines to change the colors of the City logo for use on a City of Maricopa flag. Discussion and Action.

Sponsors: Jennifer Brown

Indexes: Community Resources and Quality of Life Amenities

Code sections:

Attachments: 1. Maricopa Brand Guidelines, 2. City of Maricopa Logo Side of Flag Proof, 3. PowerPoint Presentation

Date	Ver.	Action By	Action	Result
6/20/2017	1	City Council Regular Meeting	Approved	Pass

The Mayor and City Council shall discuss and possibly take action on approving deviating from City of Maricopa Branding Guidelines to change the colors of the City logo for use on a City of Maricopa flag. Discussion and Action.

The Marketing and Communications subcommittee asked to review color combinations for the City logo for use on a City flag that deviate from the City of Maricopa Branding Guidelines. Two of the three members of the subcommittee responded back that they would prefer to use the colors blue and burgundy for the City logo on the new flag. The branding guidelines state that whenever possible the the primary colors of burgundy and gold should be used for the logo. The branding guidelines allow for the logo to also be in all white or all black where use of the primary colors wouldn't be appropriate. The City Seal will be printed on the other side of the flag.

Staff recommends caution when deviating from the City of Maricopa Branding Guidelines adopted by Council.