



City of Maricopa

Legislation Text

File #: MISC 17-38, **Version:** 1

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.