



# City of Maricopa

## Legislation Details (With Text)

<b>File #:</b>	RES 21-32	<b>Version:</b>	1	<b>Name:</b>	Branding Guidelines
<b>Type:</b>	Resolution	<b>Status:</b>	Passed		
<b>File created:</b>	5/27/2021	<b>In control:</b>	City Council Regular Meeting		
<b>On agenda:</b>	6/15/2021	<b>Final action:</b>	6/15/2021		
<b>Title:</b>	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 and 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. Discussion and Action.				
<b>Sponsors:</b>	Nathan Ullyot				
<b>Indexes:</b>	Community Pride, Spirit, and Relationships, Community Resources and Quality of Life Amenities, Economic Development, Fiscal Policies and Management, Safe and Livable Community, Well Planned Quality Growth and Development				
<b>Code sections:</b>					
<b>Attachments:</b>	1. Resolution, 2. PowerPoint, 3. Reference Materials, 4. Resolution 08-07, 5. Revised Guidelines				

Date	Ver.	Action By	Action	Result
6/15/2021	1	City Council Regular Meeting	Approved	Pass

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 and 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. Discussion and Action.

On February 5, 2008 the Mayor and City Council approved Resolution 08-07 adopting a new official City logo and brand standards manual which was later amended on February 3, 2009 to include logo usage rules and guidelines.

For reference, please find a copy of the previously adopted Resolution and subsequent identity guidelines manual.

In addition, the streamlined, 11-page document entitled "City of Maricopa | Branding Guidelines Updated March 2021" that we are recommending be approved. We are also requesting the City Manager be authorized to make future revisions to these guidelines, making these guidelines an internal Administrative policy.

This item is being presented by Nathan Ullyot.

Staff recommends that the Mayor and City Council approve and adopt the City of Maricopa Branding Guidelines to be utilized in concert with the previously adopted City logo and brand standards manual and authorize the City Manager to make future revisions to the guidelines as necessary.