



Date: March 10, 2025
To: Mayor and Town Council
From: John Brock, Deputy Town Manager / Town Clerk
Re: Consideration and Approval: (First Reading) **Ordinance 2025-002 - Logos and Letterhead**

Objective:

The objective of Ordinance 2025-002 is to update the official Town seal, logo, and letterhead to reflect the Town's identity and commemorate the 100-year anniversary of its founding. The ordinance also establishes a designated centennial logo for official use, ensuring consistency in branding across Town documents and communications while limiting unauthorized use that may cause public confusion.

Summary:

Ordinance 2025-002 amends Section 31-1 of Chapter 31 of the Town's Code of Ordinances, updating the official Town seal, logo, and letterhead. The amendment includes the adoption of a commemorative centennial logo to celebrate the Town's 100th anniversary on May 8, 2025. This ordinance provides clear guidelines regarding the authorized use of these symbols to maintain the Town's official branding and prevent unauthorized or misleading representations. The proposed changes will enhance the Town's visual identity and ensure that official documents and communications reflect a unified and professional appearance.

Possible Motions:

The Town Council has the following options:

1. The Town Council motions to approve Ordinance 2025-002 to move forward to a second reading.
OR
2. Motion to Deny Ordinance 2025-002.

Fiscal Impact:

There is minimal fiscal impact associated with Ordinance 2025-002. The costs related to updating digital and printed materials, including letterhead and signage, are anticipated to be absorbed within the Town's existing budget for administrative operations. Any additional expenses related to implementation will be managed within the allocated departmental budget.

Staff Recommendation:

Staff recommends approval of Ordinance 2025-002. Updating the Town's official branding elements aligns with the Town's commitment to maintaining a professional and cohesive visual identity. The addition of a centennial logo provides an opportunity to honor the Town's history and foster community pride during the 100-year celebration. The ordinance also ensures proper regulation of official symbols to prevent misuse or misrepresentation.