

CITY OF MAPLE PLAIN

HENNEPIN COUNTY, MINNESOTA

RESOLUTION 2025-0324-03

A RESOLUTION APPROVING THE CITY SEAL AND LOGO SELECTED BY RESIDENTS AND AUTHORIZING ITS USE ON OFFICIAL CITY MATERIALS

WHEREAS, the City of Maple Plain recognizes the importance of modernizing its branding to reflect the values and identity of the community; and

WHEREAS, in June 2024, the City Council established the Rebranding Committee to oversee the redesign of the City logo, City Seal, update the City website, and improve signage throughout the City; and

WHEREAS, the Rebranding Committee engaged residents and businesses in the logo redesign process, gathered feedback, and developed multiple design concepts for review by the City Council; and

WHEREAS, following a thorough public engagement process, residents were given the opportunity to vote on the final logo selection, and the results of this vote have chosen a new design for the City logo (see Exhibit A); and

WHEREAS, the Rebranding Committee developed a new city seal to ensure a design that is unique to the City of Maple Plain and reflective of its character and heritage (see Exhibit B); and

WHEREAS, the City Council has reviewed the proposed City Seal and finds it to be an appropriate representation of the community; and

WHEREAS, the City Council acknowledges the need for consistency in municipal branding and the importance of incorporating the new City logo into official documents, the City website, City Seal, signage, and other municipal communications;

NOW, THEREFORE, BE IT RESOLVED, by the City Council of Maple Plain, Minnesota:

1. The City Council hereby approves the City logo selected by residents, as presented in Exhibit A.
2. The City logo shall be incorporated into official City documents, the City website, signage, and all other applicable municipal communications.
3. The City Council hereby approves the City Seal as presented in Exhibit B

4. City staff is authorized to take all necessary steps to implement the use of the new logo in coordination with ongoing rebranding efforts, including website updates and city signage improvements.
5. This resolution shall take effect immediately upon its passage and adoption.

ADOPTED by the City Council of the City of Maple Plain, Minnesota, this 24th day of March, 2025.

Julie Maas-Kusske, Mayor

ATTEST:

Jacob Kolander, City Administrator

Exhibit A



Exhibit B

