



## Executive Summary

### City Council Business Meeting

<b>AGENDA ITEM-NEW BUSINESS:</b>	City Council Approval of the new City Seal and City Logo
<b>PREPARED BY:</b>	Jacob Kolander, City Administrator
<b>RECOMMENDED ACTION:</b> Approve the City Seal and City logo that residents voted for and allow City staff to utilize the logo on the website, official documents, signage, and the website.	

### Background

The Rebranding Committee was established in June 2024 to initiate the redesign of the update the City website and improve signage throughout the city. Below is the current status of each objective.

1. **City Logo Redesign:** The committee gathered feedback from residents and businesses and developed multiple design concepts for the City Council to review. Following this process, residents were given the opportunity to vote on the final logo selection (see Exhibit A).
2. **City Seal Redesign:** The committee identified an opportunity to revise the City Seal to ensure a design that is unique to Maple Plain and reflective of its character and heritage. (see Exhibit B).
3. **City Website Update:** After evaluating potential website providers, the committee selected CivicPlus. The new website is scheduled to launch on March 13, 2025.
4. **City Signage Redesign i.e. park signs and City welcome signs, etc.:** The committee is collaborating with engineering firms to design and install three welcome signs and four park signs. The goal is to ensure consistency and durability across all city signage. Installation is planned for spring and summer of 2025. The committee will present the designs and funding options to the City Council for consideration.

### Policy Objectives

The new City logo will be integrated into official documents, signage, the City website, and other municipal communications to enhance brand consistency and community identity.

### Recommendations

Staff recommends that the City Council approve the City Seal and logo selected by residents and authorize their use on the City website, official documents, signage, and other municipal materials.

**Exhibit A**



**Exhibit B**

