

TO: General Government Committee  
FROM: Ann Cook, Communications Manager  
DATE: October 12, 2022  
SUBJECT: City Logo

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1) Recommended Action:

Provide feedback to staff on concepts and process for transition to new logo for the City of Tumwater.

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2) Background:

The current City logo dates back to the mid-1980s and features an image that is historic in its design motif and style with a narrow interpretation of the culture and history of our community as seen today.

Our brand is more than our logo or wordmark. Brands are often confused with logos, slogans, taglines or other recognizable marks that are marketing tools to promote goods and services.

Brand experience is the sum of all the sensations, thoughts, feelings, and reactions that individuals have in response to a brand. It is the lasting impression that remains after someone encounters or engages with a brand in *any* environment.

As a marketing tool, an impactful logo should resonate with all stakeholders and help people belong to the city.

A contemporary logo design demonstrates the City's ability to adapt to changing demographics and cultivates an image of the organization's culture. It allows the public to feel reassured the organization will be proactive in keeping current and will provide the best in services. A city logo, as brand identity of a city, symbolizes a city's assets and positive features in people's minds and plays a significant role to reinforce the city branding strategy

The City needs a new logo that makes a strong, positive first impression and differentiates Tumwater from other cities and destinations.

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3) Policy Support:

**Our Vision**

Tumwater of the future will be people-oriented and highly livable, with a strong economy, dynamic places, vibrant neighborhoods, a healthy natural environment, diverse and engaged residents, and living connection to its history.

**Beliefs: We Believe in P-E-O-P-L-E**

**People**

We respect the diverse people that make up the social fabric of our community and strive to be inclusive of all people. We value and seek to strengthen our vibrant neighborhoods

that are cornerstones of civic life and community identity. As we pursue our goals and the long-term sustainability of the City organization, we value the contributions and diversity of our staff, support their continued personal and professional growth, and act to retain their expertise for the good of the community.

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4) Alternatives:

- ☐ Retain current logo or staff will present several conceptual logo ideas
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5) Fiscal Notes:

Costs to finalize artwork for new logo will be under \$5000 and payable from the current Executive Department and Non-departmental budgets.

Expenditures for a transition of the current logo will be minimal and accommodated in department budgets primarily in 2023-24.

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6) Attachments:

None.