

TO: City Council  
FROM: Ann Cook, Communications Manager  
DATE: February 21, 2023  
SUBJECT: Resolution No. R2023-006; City Logo

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1) Recommended Action:

Adopt Resolution No. R2023-006; regarding approval and implementation of a new City logo. Authorizing the City Administrator, or their designee, to prepare guidelines for implementation and use of the logo. The City Attorney is directed to take necessary actions to protect the logo.

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2) Background:

The current City logo was adopted by City Council in 1983, 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 it is seen today.

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

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.

Concepts for a new logo were presented to the General Government Committee (GGC) on October 12, 2022. GGC reviewed concepts and discussed logos and brands. GGC recommended that the item move forward for a broader discussion with City Council.

At the November 7, 2022 Council Worksession, there was discussion that conversations with new employees have been interesting regarding the current logo, as it has been identified by them as outdated. A logo should be uniquely recognizable and build on the image(s) that reinforces the City's brand. Several local city logos and other city logos in Western Washington were reviewed for comparison and style. Several concepts for Tumwater were reviewed, and feedback was provided that led to the attached concept. This design builds on the role the historic Brewtower plays in representing the City's history.

That iconic structure has been repeatedly selected by the community to represent the City in numerous building designs and around town (State buildings, City Hall, Fred Meyer, Walgreens, Rotary entrance sign, etc.). In Council discussions, the suggestion was made to include water. Water is included as both a representation of the falls and also as a softening of the building's image.

The attached image was reviewed and supported by Council at the February 14, 2023 Worksession. Should the City find this logo is already protected by another party, staff will return to Council to review.

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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 the current logo
- ☐ Revise the proposed logo concept

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5) Fiscal Notes:

Costs to finalize artwork for the new logo are \$5,000 and covered in the current Executive Department budget.

Expenditures to transition to a new logo are project-related and included in department budgets, primarily in 2023-24. That transition will primarily happen through attrition at minimal new cost.

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6) Attachments:

A. Resolution No. R2023-006