

RESOLUTION NO. 2024-62

**RESOLUTION OF THE CITY OF PINOLE ESTABLISHING A NEW CITY SEAL,
CITY LOGO AND BRANDING GUIDELINES**

WHEREAS, the City recognizes the importance of a unique graphics and branding to help reinforce the City of Pinole's distinctive identity; and

WHEREAS, the City's current City seal was determined by staff and City Council to be outdated and in need of revision; and

WHEREAS, the City lacked a modern logo to represent the City's core identity; and

WHEREAS, the City Council recognized the need for an updated City seal and a new logo and established the City Seal Ad Hoc Subcommittee that worked with staff and community members to define the new seal and logo and visual identity presented to council on March 19, 2024; and

WHEREAS, the City Council desires to adopt the new seal, logo and branding guidelines to be used as part of the City's operations, and to develop a process for the transition to the use of the new seal, logo and branding guidelines;

WHEREAS, new City seal, logo and branding guidelines deployments that fall outside the existing budget will be reviewed in the Fiscal Year 2024/25 budget.

NOW, THEREFORE, BE IT RESOLVED that the Pinole City Council does hereby approve and authorize the City of Pinole to establish the new City seal, logo, and branding guidelines attached hereto as Exhibit A and directs the Assistant to the City Manager to proceed with transition of the City's visual identity consistent with the approved seal and logo.

PASSED AND ADOPTED at a regular meeting of the City Council of the City of Pinole held on the 19th day of March 2024 by the following vote:

AYES: COUNCILMEMBERS:
NOES: COUNCILMEMBERS:
ABSENT: COUNCILMEMBERS:
ABSTAIN: COUNCILMEMBERS:

I hereby certify that the foregoing ordinance was regularly introduced, passed, and adopted on this March 19, 2024.

Heather Bell, CMC
City Clerk