



**CITY OF PLANO
COUNCIL AGENDA ITEM**

CITY SECRETARY'S USE ONLY				
<input type="checkbox"/> Consent <input type="checkbox"/> Regular <input type="checkbox"/> Statutory				
Council Meeting Date:		04/22/2013		
Department:		Marketing and Community Engagement		
Department Head		Mary Vail-Grube - 5168		
Agenda Coordinator (include phone #): Kimberly Y. Simmons - 7307				
CAPTION				
Consideration of ordinances to adopt an official brand and to adopt a new official logo and/or retain the current official logo of the City of Plano				
FINANCIAL SUMMARY				
<input type="checkbox"/> NOT APPLICABLE <input checked="" type="checkbox"/> OPERATING EXPENSE <input type="checkbox"/> REVENUE <input type="checkbox"/> CIP				
FISCAL YEAR:	2012-13	Prior Year (CIP Only)	Current Year	Future Years
		0	0	0
Budget		0	0	0
Encumbered/Expended Amount		0	0	0
This Item		0	0	0
BALANCE		0	0	0
FUND(S): N/A				
COMMENTS: Financial Impact to be determined dependant on decision.				
STRATEGIC PLAN GOAL: Amending Ordinance No. 2010-10-13 codified as Section 2-1 Official logo of Article I in General of Chapter 2 to adopt a new official logo for the City of Plano relates to the City's Goal of Strong Local Economy.				
SUMMARY OF ITEM				
Two ordinances are proposed for consideration as part of this agenda item subject to City Council direction on the official brand and logo of the City. The first ordinance replaces the official logo of the City as well as retains the current logo as the intellectual property of the City. It also adopts the phrase "City of Excellence" as the official brand of the City of Plano pursuant to City Council direction at their March 25, 2013 meeting. The second amendment is limited to adopting the phrase "City of Excellence" as the official brand of the City of Plano and does not modify the current official logo.				
List of Supporting Documents:			Other Departments, Boards, Commissions or Agencies	
Memo				
Ordinances				



Date: April 22.2013
To: Bruce Glasscock, City Manager
From: Mary Vail-Grube, Director of Marketing and Community Engagement
Subject: Consideration of an Ordinance to adopt a City of Plano Brand and new official logo.

At the March 25 Preliminary Open Meeting the City Council provided direction to staff to proceed with drafting an amendment to the current logo ordinance to provide for an official City of Plano, brand – “City of Excellence”. The proposed amended ordinance is attached for Council action on April 22. Staff has also researched the trademark availability of the brand; it is available and we have begun the process of securing the federal trademark on the City of Excellence brand.

The second part of the discussion involves the consideration of a new logo. Council provided direction with regard to design at the March 25 meeting. Staff has made the changes and the visual depiction of the proposed new logo, with and without the branding, is included in the packet. The ordinance states that the logo and the brand stand alone. They can be used together, or not, there are two separate sections within the ordinance identifying both and either can be used independently or together.

Two proposed amended ordinances are provided for consideration and action; depending on the decision of the City Council. The first provides for the adoption of the official brand, the adoption of a new official logo, and the preservation of trademarking and official use of the current city logo. The second provides for an amendment to the ordinance to adopt the official brand, City of Excellence, while maintaining the current city logo

The Council will need to take action on both proposed ordinances, either to approve or deny, depending on the decision to adopt a new logo or to remain with the current logo. Staff will provide direction at the meeting at the conclusion of deliberation and guidance from the Council.

Attachments include

Ordinance Including Brand Identity and New Official Logo with Exhibit A and B
Ordinance Including Brand Identity Only
Images of Proposed New Logo and Brand Identity

An Ordinance of the City of Plano, Texas amending Ordinance No. 2010-10-13 codified as Section 2-1 Official logo of Article I in General, of Chapter 2 Administration of the Code of Ordinances of the City of Plano, Texas to replace the official logo, retain the prior official logo and adopt a brand identity for the City of Plano, Texas; providing a severability clause, a repealer clause, a savings clause, a penalty clause, a publication clause and an effective date.

WHEREAS, the City Council adopted the official City of Plano logo by Ordinance No. 80-8-17 on August 25, 1980, which was repealed and replaced by Ordinance No. 2010-10-13 on October 11, 2010; and

WHEREAS, the City Council wishes to retain the prior official logo for the City of Plano, as shown on the attached Exhibit "A," as well as replace it with a new official City logo for the City of Plano, Texas, as shown on the attached Exhibit "B," to allow for use of the prior official logo as the new official logo is integrated into use by the City; and

WHEREAS, the City Council wishes to adopt a brand identity for the City of Plano that represents its distinctive reputation for excellence; and

WHEREAS, the City Council finds that it is in the best interest of the City of Plano to amend Ordinance 2010-10-13 as codified in Section 2-1 of Article I of the City of Plano Code of Ordinances to replace the official logo, retain the prior official logo and adopt a brand identity for the City of Plano, Texas.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS, THAT:

Section I. Ordinance No. 2010-10-13 codified as Section 2-1 Official logo, of Article I. In General, of Chapter 2 Administration, is hereby amended in its entirety as follows:

"Sec. 2-1. Official Logo and Brand

(a) The logo approved by the City Council of the City of Plano on April 22, 2013 is the official logo of the City of Plano thereby replacing the logo approved on January 14, 1980. This official logo shall be integrated by the City of Plano into use, either alone or in conjunction with the official brand, on all its equipment, materials, supplies and flags from this day forward, until further order of the City Council.

(b) The logo approved by the City Council of the City of Plano on January 14, 1980 is retained as the intellectual property of and for exclusive use by the City of Plano and shall be known as the prior official logo of the City of Plano. The prior official logo may remain in use on all City of Plano equipment, materials, supplies and flags.

(c) The phrase "City of Excellence" shall be the official brand of the City of Plano and shall be used alone or in conjunction with the official logo by the City of Plano on all its marketing, branding, advertising and promotional materials, equipment, material supplies and flags from this day forward, until further order of City Council.

(d) Except as set out in subsection (e) below, no person, firm, organization, or corporation, other than the City of Plano, shall adopt, use, display, incorporate, or appropriate the official logo, the prior official logo or the brand of the City of Plano as any part of any marketing, advertising, material, equipment, or other matter of such person, firm, organization or corporation, without written application to and approval of the City Council.

(e) Non-profit agencies receiving City grant funds and contractors providing goods, services or materials to the City may use the official logo, prior official logo, or brand in conjunction with City projects or official City business for the duration of their City contract with the written approval of the City Manager or his designee.

(f) Any violation of the provisions or terms of this ordinance by any person, firm or corporation shall be a misdemeanor offense and shall be subject to a fine in accordance with Section 1-4(b) of the City Code of Ordinances for each offense. Every day a violation continues shall constitute a separate offense."

Section II. It is hereby declared to be the intention of the City Council that the sections, paragraphs, sentences, clauses, and phrases of this Ordinance are severable, and if any phrase, clause, sentence, paragraph, or section of this Ordinance shall be declared unconstitutional or invalid by any court of competent jurisdiction, such unconstitutionality or invalidity shall not affect any other remaining phrase, clause, sentence, paragraph or section of this Ordinance.

Section III. All provisions of the Code of Ordinances of the City of Plano, codified or uncodified, in conflict with the provisions of this Ordinance are hereby repealed, and all other provisions of the Code of Ordinances of the City of Plano, codified or uncodified, not in conflict with the provisions of this Ordinance shall remain in full force and effect.

Section IV. The repeal of any Ordinance or part of Ordinances effectuated by the enactment of this Ordinance shall not be construed as abandoning any action now pending under or by virtue of such Ordinance or as discontinuing, abating, modifying or altering any penalty accruing or to accrue, or as affecting any rights of the municipality under any section or provisions at the time of passage of this ordinance.

Section V. Any violation of the provisions or terms of this ordinance by any person, firm or corporation shall be a misdemeanor offense and shall be subject to a fine in accordance with Section 1-4(b) of the City Code of Ordinances for each offense. Every day a violation continues shall constitute a separate offense.

Section VI. This Ordinance shall become effective immediately upon its passage and publication as provided by law.

DULY PASSED AND APPROVED this the 22nd day of April, 2013.

Phil Dyer, MAYOR

ATTEST:

Diane Zucco, CITY SECRETARY

APPROVED AS TO FORM:

Diane C. Wetherbee, CITY ATTORNEY

Symbol: Plano, Texas

EXHIBIT "A"

Guidelines for authorized usage

These standards are established to assure the integrity of the design in all media, color and dimensions. The symbol must be reproduced accurately and not altered in any way and must always appear in the configurations specified.

The symbol may be reproduced only from the reproduction proofs provided on this page. No copy or other visual material may be printed over or superimposed on the symbol.



1. Symbol = three color version
Background = white
Red = PMS 185. Blue = PMS 300. Black.
Preferred in all cases where color printing is available.



2. Symbol = two color version
Background = white
Red = PMS 185. Blue = PMS 300



3. Symbol = black
Background = white
Preferred for one color printing.



4. Symbol = black with 50% screen of black
Background = white



5. Symbol = solid color
Background = white
For use in one color printing (red or blue only)



6. Symbol = white
Background = black or dark color

Artwork for reproduction



EXHIBIT "B"

Plano

An Ordinance of the City of Plano, Texas amending Ordinance No. 2010-10-13 codified as Section 2-1 Official logo of Article I in General, of Chapter 2 Administration of the Code of Ordinances of the City of Plano, Texas to adopt a brand identity for the City of Plano, Texas; providing a severability clause, a repealer clause, a savings clause, a penalty clause, a publication clause and an effective date.

WHEREAS, the City Council adopted the official City of Plano logo by Ordinance No. 80-8-17 on August 25, 1980, which was repealed and replaced by Ordinance No. 2010-10-13 on October 11, 2010; and

WHEREAS, the City Council wishes to adopt a brand identity for the City of Plano that represents its distinctive reputation for excellence; and

WHEREAS, the City Council finds that it is in the best interest of the City of Plano to amend Ordinance 2010-10-13 as codified in Section 2-1 of Article I of the City of Plano Code of Ordinances to adopt a brand identity for the City of Plano, Texas.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS, THAT:

Section I. Ordinance No. 2010-10-13 codified as Section 2-1 Official logo, of Article I. In General, of Chapter 2 Administration, is hereby amended by adding the following:

"Sec. 2-1. Official Logo and Brand

(b) The phrase "City of Excellence" shall be the official brand of the City of Plano and shall be used alone or in conjunction with the official logo by the City of Plano on all its marketing, branding, advertising and promotional materials, equipment, material supplies and flags from this day forward, until further order of City Council.

(c) Except as set out in subsection (d) below, no person, firm, organization, or corporation, other than the City of Plano, shall adopt, use, display, incorporate, or appropriate the official logo, the prior official logo or the brand of the City of Plano as any part of any marketing, advertising, material, equipment, or other matter of such person, firm, organization or corporation, without written application to and approval of the City Council.

(d) Non-profit agencies receiving City grant funds and contractors providing goods, services or materials to the City may use the official logo, prior official logo, or brand in conjunction with City projects or official City business for the duration of their City contract with the written approval of the City Manager or his designee.

(e) Any violation of the provisions or terms of this ordinance by any person, firm or corporation shall be a misdemeanor offense and shall be subject to a fine in accordance with Section 1-4(b) of the City Code of Ordinances for each offense. Every day a violation continues shall constitute a separate offense."

Section II. It is hereby declared to be the intention of the City Council that the sections, paragraphs, sentences, clauses, and phrases of this Ordinance are severable, and if any phrase, clause, sentence, paragraph or section of this Ordinance shall be declared unconstitutional or invalid by any court

of competent jurisdiction, such unconstitutionality or invalidity shall not affect any other remaining phrase, clause, sentence, paragraph or section of this Ordinance.

Section III. All provisions of the Code of Ordinances of the City of Plano, codified or uncodified, in conflict with the provisions of this Ordinance are hereby repealed, and all other provisions of the Code of Ordinances of the City of Plano, codified or uncodified, not in conflict with the provisions of this Ordinance shall remain in full force and effect.

Section IV. The repeal of any Ordinance or part of Ordinances effectuated by the enactment of this Ordinance shall not be construed as abandoning any action now pending under or by virtue of such Ordinance or as discontinuing, abating, modifying or altering any penalty accruing or to accrue, or as affecting any rights of the municipality under any section or provisions at the time of passage of this ordinance.

Section V. Any violation of the provisions or terms of this ordinance by any person, firm or corporation shall be a misdemeanor offense and shall be subject to a fine in accordance with Section 1-4(b) of the City Code of Ordinances for each offense. Every day a violation continues shall constitute a separate offense.

Section VI. This Ordinance shall become effective immediately upon its passage and publication as provided by law.

DULY PASSED AND APPROVED this the 22nd day of April, 2013.

Phil Dyer, MAYOR

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