

**RESOLUTION NO. 2017-24**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN  
JUAN BAUTISTA APPROVING A CITY LOGO UPDATE  
FOR THE CITY OF SAN JUAN BAUTISTA**

**WHEREAS**, the City logo is an important component of City communications, advertising, branding, and marketing; and

**WHEREAS**, the current City logo is inadequate because it was approved 22 years ago and there are no high quality vector files of it, limiting the City's ability to use it on websites, City forms, and outreach materials; and

**WHEREAS**, the City Council hired Schipper Design to create several new options, discussed them, critiqued them, and settled on the one that best represented the City of San Juan Bautista.

**NOW, THEREFORE, BE IT RESOLVED that** the City Council of the City of San Juan Bautista approves the City logo, attached as Exhibit A, as the new City logo for the City of San Juan Bautista.

**ADOPTED by** the City Council of the City of San Juan Bautista at a meeting held on the 18<sup>th</sup> day of July, 2017, by the following vote:

AYES: Martorana, Boch, Freeman, West, DeVries

NOES: None

ABSENT: None

ABSTAIN: None

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Chris Martorana, Mayor

ATTEST:

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Mackenzie Quaid, City Clerk