



Agenda # 10
Commission Meeting Date: November 5, 2008
CITY OF GREAT FALLS
COMMISSION AGENDA REPORT

Item: Res. 9795, To Change the Graphic Image (Logo) and Establish a Policy for Its Use for the City of Great Falls

From: City Manager's Office

Initiated By: City Manager's Office

Presented By: Cheryl Patton, Assistant City Manager

Action Requested: Adopt Resolution 9795

Suggested Motion:

1. Commissioner moves:

“I move that the City Commission (adopt/deny) Res. 9795, To Change the Graphic Image (Logo) and Establish a Policy for Its Use for the City of Great Falls.”

2. Mayor calls for a second, discussion, inquiries from the public, and calls the vote.

Staff Recommendation: It is recommended that the City Commission adopt Res. 9795.

Background: The current City logo has been in use since the late 1980s. The Official Seal of the City of Great Falls is also a recognized graphic image for the City. It is the desire of the City to have a single graphic image, that being the Seal. To create a separation between the Official Seal and the logo, the word “Seal” will be removed from the image to represent the Logo.

Significant Impacts

The Seal of the City of Great Falls is already a recognized graphic image for the City and would not have a significant impact to the public.

Project Work Scope

Discretion will be used for the implementation and phase out period for the new and previous logo to avoid unnecessary waste of existing supply of items containing the former logo.

Concurrences: City staff is agreeable to using the modified City Seal as the graphic image for the City of Great Falls.

Fiscal Impact: Implementation of the modified Seal in place of the previous logo should have minimal fiscal impact. The inventory of existing items with the former logo will be used and then replaced with the new image.

Alternatives: The Commission could choose to deny this Resolution and retain the former logo image or consider establishing an altogether new graphic image for the City of Great Falls.

Attachments/Exhibits:

Resolution 9795
Logo Images

Current Logo



Proposed New Logo



Official Seal of the City of Great Falls

