

RESOLUTION NO. RES-2025-132

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ADOPTING THE 2025 BRAND BOOK

WHEREAS, during the course of Santa Rosa's history, Councils have created official branding and imagery representing the City of Santa Rosa; and

WHEREAS, the City adopted the current Official Seal through Resolution No. 2910 on February 1, 1949, and memorialized in Section 1-04.020 of the City Code; and

WHEREAS, the official city logo was updated to reflect a stylized rose with leaves through the adoption of Ordinance 4008 on July 16, 2013; and

WHEREAS, the adoption of Ordinance 4008 resulted in the addition of the official logo into Section 1-04.020 of the City Code including design detail; and

WHEREAS, Ordinance 2038 was adopted on February 24, 2015, increasing the official logo detail options described within Section 1-04.020 of the City Code in an effort further modernize the logo, add alternative design options for the benefit of social media use and additional colors to reflect different uses; and

WHEREAS, there is a continued desire to protect the city's official brand while offering a wider range of design options to stay current in the ever-increasing social media space; and

WHEREAS, the city has been working to create new web and social media platforms to improve community, business and customer functionality resulting in further modifications to the official branding; and

WHEREAS, the 2025 Brand Book was created to memorialize all official branding associated with the City of Santa Rosa with intent to replace detail contained in Section 1-04.020 of the City Code relating to the official logo.

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NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa hereby adopts the 2025 Brand Book protecting the City's brand, logos, insignias and image, attached to this resolution as Exhibit A and made a part of herein.

IN COUNCIL DULY PASSED this 22nd day of July 2025.

AYES: (6) Mayor Stapp, Vice Mayor Alvarez, Council Members Bañuelos, MacDonald, Okrepkie, Rogers

NOES: (0)

ABSENT: (1) Council Member Fleming

ABSTAIN: (0)

RECUSE: (0)

ATTEST: _____ APPROVED: _____
Deputy City Clerk Mayor

APPROVED AS TO FORM: _____
City Attorney

Exhibit A – 2025 Brand Book