



AMENDING CHAPTER 1-04 OF THE CITY CODE ENTITLED “CUSTODY AND USE OF CITY SEAL AND OTHER OFFICIAL INSIGNIA”

City Council
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BACKGROUND

- The City Seal was adopted by Resolution 2910 on February 1, 1949.
- On July 16, 2013, Council adopted Ordinance 4008 codifying the City Seal into City Code Section 1-04 as a trademark and personal property of the City giving City additional power to control how the City Seal and preventing other parties from using it.



BACKGROUND

- Ordinance No. 4008 also prohibit modernized the City logo with a new style and look while also trademarking through incorporating into the City Code governing its use and prohibiting unauthorized use of the City Logo or other official City Insignias.
- Replaced the prior logo



- Current City Logo



BACKGROUND

- On February 24, 2015, Council adopted Ordinance 4038, which adopted key modifications incorporating additional modifications to the City logo, including:
 - Standardized design options
 - Modernized fonts and colors
 - Addressing logo inconsistencies
 - Incorporating a square logo format
 - Incorporating additional colors
 - Improving compatibility with electronic mediums and media



BACKGROUND

- On December 4, 2024, CIRO and IT, launched a newly revised website.
- Determined that additional updates to the Brand Book and Code Section 1-04 were necessary to incorporate additional colors and fonts as well as logo revisions that were not previously captured.
- In reviewing the trademarking concerns previously expressed by the City Attorney, it was determined that all logos were not required to be included in the Code and that adoption of the Brand Book by resolution, referenced in the Code would provide the necessary trademark authority.

ANALYSIS

Proposed Modifications to City Code Section 1-04.020

- a) No changes
- b) Remove detailed design information and multiple versions of the logo and alternative logos. Logo details are already captured in the Brand Book. Adopting the Brand Book by Resolution, referenced in the Code, confirms the official trademarked authority while allowing the Council to more easily adjust to changing demands.
- c) Deleting subsection (c) as described in Ordinance 4038.
- d) Renaming as subsection (c).

2025 Brand Book: Purpose

- The 2025 Brand Book outlines branding for the City of Santa Rosa, including:
 - Use cases for formal and informal Citywide and departmental logos
 - Design recommendations to ensure consistency, professionalism, and legibility
 - Guidelines for adhering to graphic design best practices and Americans with Disabilities Act (ADA) recommendations.

2025 Brand Book: Purpose

- Why is this important?
 - Consistency in imagery and messaging conveys an air of professionalism and continuity across our organization's wide array of staff and departments that builds a sense of reliability within the community we serve.
 - Consistent branding guidelines streamline the process of developing outreach materials, formal documents, memos, etc.
 - The 2025 City of Santa Rosa Brand Book is a key resource for external contractors working with the City.

2025 Brand Book: Highlights

- Updated City palette consistent with updated website design
 - Consistency across platforms and mediums reinforces our recognizable, reliable, and consistent brand.
- Use cases for various logo types

SUPPORT PALETTE		
GRAY DARK	C 68 M 65 Y 63 K 62	R 49 G 46 B 46 HEX 312e2e
GRAY MEDIUM	C 64 M 56 Y 55 K 31	R 85 G 85 B 85 HEX 555555
GRAY LIGHT	C 13 M 11 Y 14 K 0	R 219 G 216 B 211 HEX dbd8d3
GRAY LIGHTER	C 8 M 7 Y 8 K 0	R 231 G 229 B 226 HEX e7e5e2
GRAY LIGHTEST	C 3 M 3 Y 4 K 0	R 243 G 242 B 240 HEX f3f2f0

SAGE LIGHT	C 62 M 4 Y 52 K 0 R 98 G 186 B 150 HEX 62ba96	AQUA LIGHT	C 66 M 24 Y 33 K 0 R 91 G 157 B 165 HEX 5b9da5	MUSTARD LIGHT	C 26 M 16 Y 96 K 0 R 198 G 191 B 58 HEX c6bf3a	ZING	C 18 M 0 Y 85 K 0 R 222 G 242 B 68 HEX def244
SAGE	C 76 M 25 Y 71 K 8 R 67 G 139 B 102 HEX 438b66	AQUA	C 81 M 40 Y 45 K 12 R 51 G 116 B 124 HEX 33747c	MUSTARD	C 45 M 38 Y 85 K 13 R 137 G 129 B 70 HEX 898146		
SAGE DARK	C 71 M 42 Y 65 K 24 R 74 G 105 B 89 HEX 4b6959	AQUA DARK	C 93 M 65 Y 51 K 43 R 13 G 60 B 74 HEX 0d3c4a	MUSTARD DARK	C 52 M 48 Y 70 K 27 R 108 G 99 B 75 HEX 6c634b		



HORIZONTAL LOGO: OFFICIAL


Horizontal Official Logo is the official logo of the City of Santa Rosa. This logo should be used for formal communications and outreach materials intended for audiences outside of Sonoma County. The Vertical Official Logo may be used interchangeably for outreach materials for the same broad audience.

EXAMPLES: Legal documents, written communications, materials that will reach a statewide or broader audience.



2025 Brand Book: Highlights

- New font guidelines
 - Font guidelines are updated to include ADA-compliant fonts and clarified use cases for official City fonts.




PRINT FONT USAGE


FOR APPLICATION TO BODY COPY
GARAMOND PREMIER PRO REGULAR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
This font can be applied to main copy in materials other than Ordinances, Resolutions, and Board and Commission Staff Reports. For use in brochures, slideshows, etc.

FOR APPLICATION TO BODY COPY - MEMOS AND BOARD AND COMMISSION STAFF REPORTS
CALIBRI REGULAR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
This font is ADA compliant. Please use it in shorter documents and memos. Additionally, this is the official font for all Board and Commission Staff Reports.

- ADA Compliance
 - ADA guidance is updated to align with all City ADA policy and Risk Management guidance.



AMERICANS WITH DISABILITIES ACT COMPLIANCE



All City-related material distributed to the public or employees, including but not limited to legal documentation, formal documents, outreach materials, and digital and physical marketing materials, must comply with the Americans with Disabilities Act (ADA) and related City of Santa Rosa policy.

For the City's full ADA policies, visit: [SRCity.org/ADA](https://srcity.org/ADA)
For more guidance on ADA communication and design guidelines, visit: ada.gov/resources/
For additional guidance and recommendations on City of Santa Rosa compliance, reach out to risk@srcity.org.

RECOMMENDATION

It is recommended by the City Manager's Office and Communication and Intergovernmental Relations Department that the Council: 1) introduce an ordinance amending City Code Section 1-04.020 "Definitions" of Chapter 1-04, "Custody and Use of City Seal and Other City Insignia"; and 2) by resolution approve the 2025 Brand Book.