

ORDINANCE NO. 542

AN ORDINANCE OF THE CITY OF UNIVERSITY PLACE, WASHINGTON, AMENDING SECTION 1.05.020, CITY LOGO, OF THE UNIVERSITY PLACE MUNICIPAL CODE, ADOPTING A NEW CITY LOGO AND ESTABLISHING THE CURRENT LOGO AS THE HISTORIC SEAL OF THE CITY OF UNIVERSITY PLACE

WHEREAS, the City Council of the City of University Place adopted the official City Logo in Chapter 1.05 of the University Place Municipal Code in September 1995; and

WHEREAS, the City Council recognizes the historic importance of the current logo; and

WHEREAS, the City Council desires to update and enhance the City's logo and branding guidelines, recognizing the brand is not just a logo and will express the City's values and position the City distinctively from other cities and organizations; and

WHEREAS, the City's logo should reflect the personality of the City of University Place and be timeless, relevant both at the time of adoption as well as in the foreseeable future; and

WHEREAS, the City's logo should be recognizable internationally, communicating the high-quality, welcoming atmosphere the City offers; and

WHEREAS, the City Council desires to amend the Code to adopt a new City logo and establish the current logo as the City's historic seal;

NOW, THEREFORE; THE CITY COUNCIL OF THE CITY OF UNIVERSITY PLACE, WASHINGTON DOES ORDAIN AS FOLLOWS:

Section 1. Amending Section 1.05.020, City Logo, of the University Place Municipal Code.
Section 1.05.020, City Logo, of the University Place Municipal Code is amended to read as follows:

1.05.020 Adoption.

(a) The City adopts the symbol depicted below as its logo.



The logo was inspired by U.P.'s historic collection of rhododendrons. The rhododendron symbolizes the welcoming, natural ambiance of the City. The simplicity of the form allows the use of a subtle discovery element: The iconic flower forms the letters "U" and "P." The color palette focuses on the family-friendly and active aspects of the City's personality.


(b) The City adopts as its historic seal the logo which was adopted in 1995 and amended in 2002, depicted below.



The historic seal is a stylized portrayal of views from the bluffs of the City of University Place featuring the Narrows Bridge and Olympic Mountains, with a spray of the state flower, the rhododendron, in the foreground. The words "City of University Place" and "Incorporated 1995" are integrated into the design.

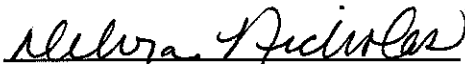
Effective Date. This Ordinance shall take effect five (5) days after its publication.

PASSED BY THE CITY COUNCIL ON JANUARY 12, 2009.



Linda Bird, Mayor

ATTEST:



Debora Nicholas, Deputy City Clerk

APPROVED AS TO FORM:



Janean Parker, City Attorney

Date of Publication: January 14, 2009
Effective Date: January 19, 2009