



**STAFF REPORT
CITY COUNCIL REGULAR MEETING AGENDA
MEETING DATE: DECEMBER 4, 2023**

SUBMITTED: November 15, 2023
DEPARTMENT: City Manager
DEPARTMENT HEAD: David Mirrione, City Manager

TITLE OF ITEM: RESOLUTION NO. 2023-238, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HOLLISTER APPROVING THE CITY OF HOLLISTER'S INTERNAL AND EXTERNAL LOGO USE POLICY

BRIEF DESCRIPTION: This item will adopt a Resolution approving the Internal and External Logo Use Policy for the City of Hollister.

RECOMMENDATION: Adopt a Resolution approving the City of Hollister's Internal and External Logo Use Policy.

DEPARTMENT SUMMARY: The City of Hollister City Council approved resolution 2023-155 on August 7, 2023, to replace the temporary 150th anniversary city logo with a new city logo. Staff worked with Creative GDS to create an updated logo similar to the celebratory 150th anniversary logo that incorporates the clock tower but removes the 150-year reference.

Since its approval by the City Council, staff has continued to make progress in the transition of the new brand to include both digital assets (email, social media, videos, website, etc.) and physical assets (vehicles, business cards, signage, etc.). Staff submitted the new City of Hollister logo and supporting documentation to the California Secretary of State for a Service Mark approval. The California Secretary of State officially approved the City of Hollister logo as a Service Mark on September 9, 2023. As part of the rebranding process staff have drafted a logo use policy as a resource and guideline to assist the Council, City departments, employees, and partners in properly deploying the new brand assets.

This policy is to assist the needs of future branding, the City may modify or change the terms of this policy from time to time without notice. Compliance with any modifications to the logo policy is the logo user's responsibility. If the logo is used regularly, it is encouraged to review this policy and become familiar with alterations as they are published.

FINANCIAL IMPACT: N/A

CEQA: N/A

ATTACHMENTS:

1. Draft for Approval City of Hollister Internal and External Logo Use Policy

**THIS REPORT WAS REVIEWED BY THE CITY MANAGER WHO CONCURS WITH
THE STAFF RECOMMENDATION**

A handwritten signature in black ink, appearing to read 'D. Mirrione', written over a horizontal line.

David Mirrione, City Manager

RESOLUTION NO. 2023-238

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HOLLISTER
APPROVING THE CITY OF HOLLISTER'S INTERNAL AND EXTERNAL LOGO USE
POLICY**

WHEREAS, this Administrative Policy Instruction (API) applies to all City of Hollister (City) employees and members of the public wishing to use the City logo for official City business; and

WHEREAS, all logo use shall be performed within the scope of this City logo use policy; and

WHEREAS, the City logo exemplifies the organization's tone, aesthetics, and values; and

WHEREAS, this policy provides use guidelines for the City logo and its subsidiaries. This policy aims to maintain the logo's integrity from alterations that could harm the City's brand.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Hollister does hereby approve and adopt the City of Hollister Internal and External Logo Use Policy and authorizes the City Manager to administer the Policy.

PASSED AND ADOPTED, by the City Council of the City of Hollister at a Regular Meeting held this 4th day of December, 2023, by the following vote:

Mia Casey, Mayor

ATTEST:

Jennifer Woodworth, MMC, City Clerk

APPROVED AS TO FORM:

Lozano Smith Attorneys at Law

Mary F. Lerner, City Attorney

I, JENNIFER WOODWORTH, MMC, City Clerk of the City of Hollister, do hereby certify that the attached Resolution No. 2023-238, is an original Resolution, or true and correct copy of a City Resolution, duly adopted by the Council of the City of Hollister at a regular meeting of said Council held on the 4th day of December, 2023, at which meeting a quorum was present.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Official Seal of the City of Hollister this City Council day of December, 2023.

Jennifer Woodworth, MMC

City Clerk of the City of Hollister