1917

1952

Current Official Seal

1983

Centennial Logo
BACKGROUND
City Council Request
STAFF RESEARCH

• History
• Community Input via Survey
• Other Cities’ Seal &/or Logo Info
• Staff Input Including Impact & Cost
SURVEY RESULT

Centennial: 107
Current Official: 95
New Design: 80
None-of-the-Above: 1
Total Response: 283

- Centennial Logo: 38%
- New Design: 28%
- Don’t Change: 34%
OTHER CITIES – Seal & Logo
Torrance, Redondo Beach, Palo Alto, Boston

City Clerk
City Manager
ORDINANCE CUSTODIAN
EXECUTIVE LEADERSHIP INPUT

IMPACT & COST
- Cost Concern
- Branding Concern
- City-wide Priority & Limited Resources
- New/different than Centennial Seal Design
- Thoughtful & Thorough Study & Evaluation
- Have 2: Official Seal and Promotional Logo

New Design $84,850+++ or Centennial Seal as Logo $10,600+
STAFF RECOMMENDATION

- Maintain Current City Seal
- Add a City Logo Based on Centennial Logo Design for Marketing & Promotional Use
- Ordinance Update (Seal) & Creation (Logo)