



Legislation Details (With Text)

File #: 111115 **Version:** 1
Type: Resolution **Status:** Passed
File created: 11/30/2011 **In control:** STEERING & RULES COMMITTEE
On agenda: **Final action:** 4/11/2012

Effective date:
Title: Substitute resolution designating an official City mark.

Sponsors: ALD. WITKOWSKI

Indexes: OFFICIAL ADVERTISING

Attachments: 1. FINAL Agreement with Milw Art Museum for Use of Brise Soleil Image, 2. Letter Agreement with Milw Art Museum for use of Brise Soleil Image as City Mark, 3. Logo Usage Guide for COM, 4. VM Logo Milwaukee, 5. Hearing Notice List, 6. Exhibit A.pdf

Date	Ver.	Action By	Action	Result	Tally
11/30/2011	0	COMMON COUNCIL	ASSIGNED TO		
2/14/2012	0	STEERING & RULES COMMITTEE	HEARING NOTICES SENT		
2/14/2012	0	STEERING & RULES COMMITTEE	HEARING NOTICES SENT		
2/16/2012	0	STEERING & RULES COMMITTEE	HELD TO CALL OF THE CHAIR	Pass	7:0
3/23/2012	1	STEERING & RULES COMMITTEE	HEARING NOTICES SENT		
3/23/2012	1	STEERING & RULES COMMITTEE	HEARING NOTICES SENT		
3/27/2012	1	STEERING & RULES COMMITTEE	HEARING NOTICES SENT		
4/11/2012	1	STEERING & RULES COMMITTEE	RECOMMENDED FOR ADOPTION	Pass	7:0
4/11/2012	1	COMMON COUNCIL	ADOPTED	Pass	15:0
4/17/2012	1	MAYOR	SIGNED		

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SUBSTITUTE 1

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Ald. Witkowski

Substitute resolution designating an official City mark.

This resolution designates the logo depicting the Santiago Calatrava-designed addition to the Milwaukee Art Museum as the official City mark. This mark shall appear on all City vehicles, external correspondence and media. The City mark does not replace the City Hall bell tower logo used on official City correspondence.

Whereas, Under Common Council File Number 111114, the Common Council shall designate an official City mark for use on all City vehicles, correspondence and media; and

Whereas, The use of an official mark by City departments reinforces a consistent City image or

brand; and

Whereas, The logo depicting the Santiago Calatrava-designed addition to the Milwaukee Art Museum is a recognizable and fitting logo for the City, and the Milwaukee Art Museum has granted the City permission to use this logo at no cost to the City; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the official City mark shall be the logo owned by the Milwaukee Art Museum, depicting the Santiago Calatrava-designed addition to the Milwaukee Art Museum; and, be it

Further Resolved, That the agreement between the City and the Milwaukee Art Museum for the use of the logo depicting the Santiago Calatrava-designed addition to the Milwaukee Art Museum, a copy of which is attached to this file, is approved; and, be it

Further Resolved, That all City departments using the official city mark shall meet the specifications set forth in Exhibit A, which is attached to this file; and, be it

Further Resolved, That the City mark shall not be taken to replace the City Hall bell tower logo, as described in Council File Number 890205; and, be it

Further Resolved, That this resolution takes effect on the effective date of Common Council File Number 111114.

LRB35708-2

Rich Watt

2/13/2012