File #: 111115, **Version:** 1

111115
SUBSTITUTE 1
111114
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