

# CITY LOGO

## Formalization & Refresh

Council update

November 17, 2025  
Kristi Rowland, Deputy CAO

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Engagement Director



# What's ahead



## Council

- Legislation  
COW – Code update, appropriate use

## Staff

- Policies & SOP's
  - city logo appropriate uses
  - department logo
    - programmatic/event
    - campaign/initiative
    - partnerships/commissions
  - Branding Guidelines update

## Slow rollout

- Upon replacement: Small item updates (letterhead/business cards/power points, website, logo wear, etc.)
- Planned/budget: chambers, wayfinding, interiors upon updates, exterior as part of projects

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# Renton Municipal Code

## 1-1-1 SEAL:

The following be, and is hereby adopted as the Municipal Seal of the City of Renton, State of Washington, to-wit: In the center of said seal the word “SEAL” surrounded by the words “CITY OF RENTON. Incorporated September 6, 1901”.

(Ord. 2332, 5-15-1967)

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# Renton Municipal Code

## Why update?

The logo and seal of the city are symbols of the authority and jurisdiction of the city, and as such, are valuable assets of the city and its citizens.

## Code updates to include:

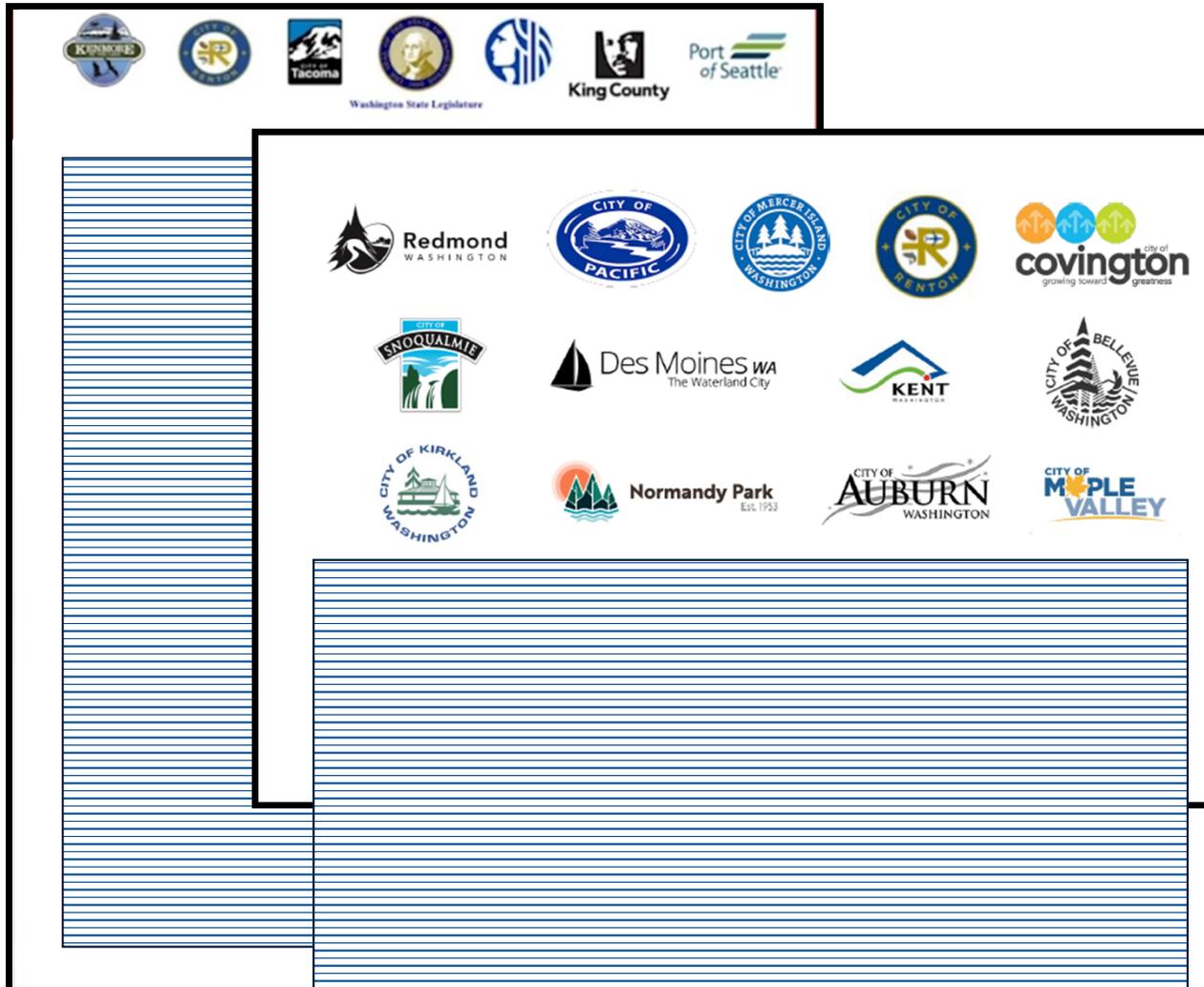
The city logo and seal shall be used for official purposes only, or as authorized by the city council or the mayor.

Except as authorized by the city or as otherwise provided by law, the city logo and seal shall not be used on or in connection with any advertisement or promotion for any product, business, organization, service or article, whether offered for sale, for profit or offered without charge.

No persons shall use a symbol that imitates the city logo or seal or that is deceptively similar in appearance to the city logo or seal.

Any person who willfully violates this chapter is guilty of a misdemeanor and is subject to punishment as set forth in the city's penalty provisions for such violations.

# Example: When we sign on...



# The new logo



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# Our goal

## Simplified design

- Brand recognition
- Longevity
- Accessibility
- Versatility

## Standardization

- Formal rules & guidance on *use*
  - City
  - Department
  - Program
  - Partnership
  - Initiatives/Campaigns
  - Events

With larger departments and more strategic initiatives, partnerships, programs, events every year, it's more important than ever that we leave no doubt about our use of taxpayer dollars. "I didn't know that was the city!"



SUNSET AREA COMMUNITY INVESTMENT STRATEGY

ADOPTED NOVEMBER 23, 2009

Prepared by Mithun, Inc.



# Not being clear can create role-confusion and misunderstanding.

"I thought that was the city!"



# Logo evolution

1965 – 2008  
little/no change

2008 – 2015  
color, font, and icons within logo

2015 – today  
no changes



**1901:** The official city seal was created in the late 1800's and in use at our incorporation in 1901. It remains the official seal used by the City Clerk for official documents.



**1965:** First enhancement of the seal to create a logo, included a manufacturing plant, tree, and plane.



**1987:** Continuation of the "Longacres R" seen in letterhead, without the text wrapping.



**2005:** Text wrapped the R in a circle.

**Approx 2008:** The "swoosh" logo was created with variations in color for different departments or uses.



**2008-2014:** The icons were changed from a tree to a football, and a factory to a salmon, the airplane remained. Two color options were introduced.



**2015:** Font and color updates. Used with and without the swoosh until the swoosh was retired soon after.

CITY OF  
**Renton**



# Before



# After



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# What's next

1. Legislation (Code)
2. Policy & Standards
3. Implementation
  - replacement basis



**Thank you**

**Questions?**

