

Introduced by: Mayor
Date: 12/12/23
Hearing: 01/16/24
Action: Enacted
Vote: 9 Yes, 0 No, 0 Absent

**KENAI PENINSULA BOROUGH
ORDINANCE 2023-28**

**AN ORDINANCE ADOPTING A NEW BOROUGH LOGO AND AMENDING
KPB 1.04.050 REGARDING THE BOROUGH LOGO**

- WHEREAS,** Ordinance 2011-01 enacted KPB 1.040.050, which codified an image of the Borough's logo; and
- WHEREAS,** Borough code, at KPB 1.04.030, describes the Borough's corporate seal but an image of the seal is not codified; and
- WHEREAS,** the Borough has used the same logo since 1995; and
- WHEREAS,** Resolution 2021-003 approved public relations objectives for FY21 including development of a new logo; and
- WHEREAS,** the public relations campaign objectives were carried over in the FY22 budget; and
- WHEREAS,** Ordinance 2021-19-52 appropriated project funds for the "Mission, Vision, Values, Brand Identity, and Logo Development Project"; and
- WHEREAS,** following the Assembly objective and funding approvals, the previous administration contracted for project work and authorized a redesign of the current logo; and
- WHEREAS,** a logo, in order to be an effective tool of branding, needs to be simple and bold; and
- WHEREAS,** the current logo is dated, difficult to scale, and too detailed to be effective; and
- WHEREAS,** the proposed new logo reflects a collaborative effort incorporating the work and input of graphic design experts, elected officials, Borough staff, and Borough administration; and
- WHEREAS,** the new logo effectively employs elements of design to represent all communities in the Borough; and

WHEREAS, the new logo conveys history and context by including the full name of the Borough in a traditional government-seal style conveying the authority of the Borough to provide services to Borough residents; and

WHEREAS, this ordinance will adopt a new Borough logo, remove the image of the logo from code, and provide that the Borough’s logo may be updated or changed by resolution;

NOW, THEREFORE, BE IT ORDAINED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH:

SECTION 1. That KPB 1.04.050 is hereby amended to read as follows:

1.04.050. Borough Logo.

That the logo [SET FORTH BELOW IS ADOPTED AS THE LOGO] of the Kenai Peninsula Borough may be updated or changed by assembly resolution.



SECTION 2. That the logo shown on Attachment A to this ordinance is adopted as the logo of the Kenai Peninsula Borough.

SECTION 3. That this ordinance shall be effective immediately.

ENACTED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH THIS 16TH DAY OF JANUARY, 2024.

Brent Johnson

Brent Johnson, Assembly President

ATTEST:

Michele Turner

Michele Turner, CMC, Borough Clerk



Yes: Cooper, Cox, Ecklund, Elam, Hibbert, Ribbens, Tunseth, Tupper, Johnson
No: None
Absent: None

ATTACHMENT TO A

Ordinance 2023-28

New Logo of the Kenai Peninsula Borough

Full Color .PNG Image



Black and White .PNG Image

