

# Kenai Peninsula Borough

## Office of Borough Mayor

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### MEMORANDUM

**TO:** Brent Johnson, Assembly President  
Members, Kenai Peninsula Borough Assembly

**THRU:** Peter A. Micciche, Mayor *PAM*

**FROM:** Joe Rizzo, Special Assistant to Mayor *JR*

**DATE:** December 12, 2023

**SUBJECT:** LAYDOWN Ordinance 2023-28, Adopting a New Borough Logo and Amending  
KPB 1.04.050 Regarding the Borough Logo (Mayor)

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Upon prior Assembly objective and funding approval, a prior Borough administration entered into public relations and branding project contracts. One objective of the project was the development of a new logo. This Ordinance reflects the work and input of many individuals, ranging from professional graphic design experts to Borough employees to elected officials to prior and current Borough administrations. The current logo has been in place since 1995. It has served its useful life. The new logo will be much easier to scale and it works well both in one color and in full color.

This Ordinance will approve a new logo, remove the language in code that places an image of the logo in Borough code, and instead provide that moving forward the logo may be updated or changed by resolution.

Attachment A to the Ordinance provides both the full color and black and white .PNG images of the new logo for your review and approval.

Your consideration is appreciated.