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.

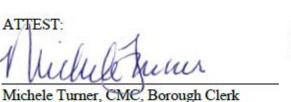
That the logo [SET FORTH BELOW IS ADOPTED AS THE LOGO] of the Kenai Peninsula Borough <u>may be updated or changed by assembly resolution</u>.



- **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, Assembly President





Yes:

Cooper, Cox, Ecklund, Elam, Hibbert, Ribbens, Tunseth, Tupper, Johnson

No: None

ATTEST:

Absent: None

ATTACHMENT TO A

Ordinance 2023-28

New Logo of the Kenai Peninsula Borough

Full Color .PNG Image



Black and White .PNG Image

