

**RESOLUTION 2018-07**

**A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF ST. PETE BEACH, FLORIDA, ADOPTING A NEW OFFICIAL CITY LOGO; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the City Commission wishes to formally adopt a new logo to ensure that branding and messaging of the City is consistent and of high quality;

**WHEREAS**, the City hired a consultant, Jonathan Mugmon Design, to assist the City in place making and branding;

**WHEREAS**, on December 12, 2016, Mr. Jonathan Mugmon presented several logo options to the City Commission and solicited public input; and

**WHEREAS**, after consideration, the City Commission wishes to formally adopt the logo depicted in the attached Exhibit "A."

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF ST. PETE BEACH, THAT:**

SECTION 1. Recitals. The above recitals ("Whereas" clauses) are true and correct and adopted hereby as findings, purpose and intent of the City Commission.

SECTION 2. The City Commission hereby adopts the City Logo as depicted in Exhibit "A," which is attached and incorporated herein.

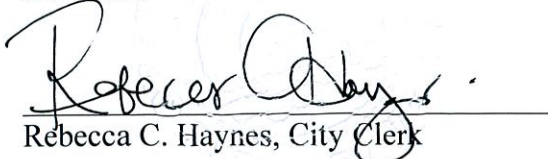
SECTION 3. Effective Date. This resolution shall take effect immediately upon adoption.

CITY COMMISSION, CITY OF ST. PETE  
BEACH, FLORIDA.



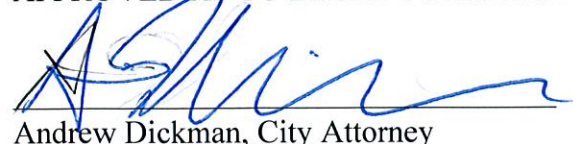
Alan Johnson, Mayor

ATTEST:



Rebecca C. Haynes, City Clerk

APPROVED AS TO LEGAL FORM AND CORRECTNESS:



Andrew Dickman, City Attorney

# Exhibit "A"

