



INFORMATIONAL MEMORANDUM

TO: Community Development and Neighborhoods
FROM: Brandon Miles, Business Relations Manager
CC: Mayor Ekberg
DATE: July 15, 2019
SUBJECT: Use of Tukwila's Marks, Logos and City Seal

ISSUE

Staff would like Council input on the use of certain marks, logos and the City seal related to City business.

BACKGROUND

In December of 2017, the City Council adopted a motion endorsing the Tukwila Brand Blueprint, Brand Checklist, and Brand Style Guide, prepared by Total Destination Marketing¹, for usage in the City efforts to promote the City to both day and night tourists. This concluded the City's extensive brand development efforts focused on tourists. This brand development effort was not a citywide branding effort or intended to be used for general purpose City governmental operations.

Tukwila Tourism Wordmark (the "Wordmark")²

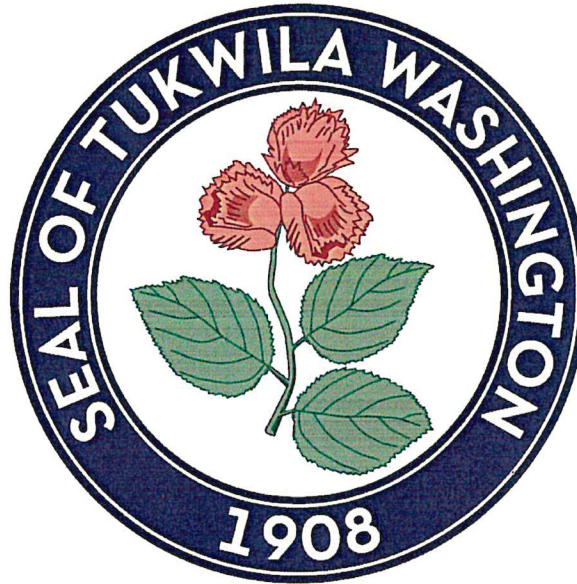


The Tukwila wordmark does not replace the City seal, which is used for general city business.

¹ Copies of all three documents can be found in the online records center. Staff can also provide hard copies if needed.

² The City also partners with the Cities of Des Moines and SeaTac under the "Seattle Southside" brand. The Tukwila mark is not intended to replace the Seattle Southside brand.

Tukwila City Seal (the “Seal”)



Since adoption in 2017, the City has used the Tukwila wordmark as part of campaigns to promote the City to tourists, with our tourist partners, and for lodging tax business. Staff has identified some additional possible uses of the Tukwila wordmark where staff would like input from the City Council. For example, one of the recommendations in the adopted “Tukwila Brand Checklist” was to install new gateway and wayfinding signage in tourist areas (Southcenter District, near Starfire Sports, and near the Museum of Flight) of the City. Additionally, Economic Development would like to use the wordmark in its activities to promote the City to prospective businesses and for Economic Development’s daily operations.



DISCUSSION



Many businesses and entities use more than one mark or logo to promote themselves. Having multiple marks or logos can be beneficial when communicating to different audiences. The table below briefly outlines how staff is proposing that the Tukwila wordmark be used versus the City Seal. Additionally, staff is also showing how individual department marks would be used.

Using the Tukwila wordmark over the City seal in limited circumstances provides the following benefits:

1. **Readability.** For digital and print ads, the wordmark is easier to read from a distance. The word “Tukwila” can easily be seen. If all someone saw is the wordmark, they know immediately that it is referencing “Tukwila.” However, if someone just sees the seal, they would have to look closer to see the word “Tukwila.”
2. **Usability.** The wordmark is easier to use, especially in a digital format. In fact, it was designed specifically for digital uses. The wordmark can be manipulated to different sizes without losing readability. Once the City seal is reduced in size the readability can be lost.
3. **Voices.** The wordmark and City seal can each have a distinct “voice.” This is a major advantage of using multiple seals or marks. The wordmark can be used for advertising, while the seal is reserved for general governmental business.

Design. The wordmark is designed to be incorporated into the design of an ad or promotion and it works well when used in this manner.

Possible Usages of the City Seal and Tukwila Wordmark			
Usage	City Seal	Department Marks (Fire, PD, and Parks)	Tukwila Wordmark
			
General City Business (government business, utility bills, etc.).	✓	✓	
Tukwilawa.gov.	✓	✓	
Future Business Promotion website			✓
Visitor and Things To Do Website (not yet developed).			✓
Social media, operated by Communications, Police, and Fire.	✓	✓	
Social media, operated by Economic Development promoting the City to tourists and business investment and recruitment.			✓
Vehicles	✓	✓	✓ ³
E-Signatures on emails	✓	✓	✓
Events and activities using lodging tax funds.			✓
Business Recruitment and Promoting City to and for Businesses			✓
Economic Development Operations	✓		✓
Business Cards, Envelopes, and Stationary	✓	✓	✓
Economic Development Partnerships (Soundside and Seattle Southside Chamber). Would include presentations made at these organizations, promotional materials, etc.			✓
Partnerships related to tourism (Seattle Southside Regional Tourism Authority, Visit Seattle, Seattle Sports Commission, etc.)			✓

Signage			
Usage	City Seal	Department Marks (Fire, PD, and Parks)	City Wordmark
			

³ Using lodging tax funds, one existing vehicle may be wrapped as advertisement. This vehicle could be used for tourism related activities and events sponsored by lodging tax.

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Signage at City facilities (City Hall, Fire Stations, TCC, etc.)	✓	✓	
Gateway Signage Into the City	Will be examined as part of tourist signage program.		
Directional Signage in Southcenter District, around Starfire Sports, Museum of Flight, and Tukwila South.	Will be examined as part of tourist signage program.		
Street Pole Banners in Southcenter District, along East Marginal Way (near Museum of Flight) and around Starfire Sports.	Will be examined as part of tourist signage program.		
Over roadway banners in Southcenter District, near Museum of Flight, and Starfire Sports.	Will be examined as part of tourist signage program.		
Regulatory Signage (subject to other limitations, such as Manual for Uniform Traffic Control, etc.)	✓		
Interpretative Signage in Southcenter District	✓		✓
Signage on podium for News Conferences (would depend on the City speakers and issue)	✓	✓	✓

Economic Development Usage

For the reasons outlined above, staff is proposing that the wordmark be used for most economic development functions. Economic Development does a considerable amount of outreach and promotion of the City to current and possible future businesses.

RECOMMENDATION

Staff is seeking Committee discussion and input, and will present this information to the full Council if requested.

ATTACHMENTS

None.