

TOWN OF DAVIE

TOWN COUNCIL AGENDA REPORT

TO: Mayor and Councilmembers

FROM/PHONE: Braulio Rosa, Public Information Officer, (954) 797-1027

DOCUMENT PREPARED BY: Braulio Rosa, Public Information Officer, (954) 797-1027

SUBJECT: Resolution

AFFECTED DISTRICT: Townwide

TITLE OF AGENDA ITEM: A resolution of the Town of Davie, Florida adopting the Town of Davie's official logo.

REPORT IN BRIEF: The adoption of this resolution will enact and formally establish the Town of Davie's one and only official logo. The adoption of this logo will act to unify the organization while at the same adding professionalism. At this time, Town staff uses various logos in various setting. Adopting this logo will aid the Town in its branding and promotional efforts, as well as add a touch of distinction. The logo has a sterling quality to it, and at the same time, exudes a sense of timeliness. It is gold in the center with a black border. In the black border, the words Town of Davie is set in gold on the top half of the border. On the bottom half, the word Florida is set in gold. The sides of logo both have gold flourishes set in the black border.

PREVIOUS ACTIONS: Council approved the Town's current logo on 11/18/92.

CONCURRENCES: n/a

FISCAL IMPACT: None, new logo will be naturally phased in.

RECOMMENDATION(S): Motion to approve resolution

Attachment(s): Resolution
Attachment "A"

RESOLUTION _____

A RESOLUTION OF THE TOWN OF DAVIE, FLORIDA, ADOPTING THE TOWN OF DAVIE'S OFFICIAL LOGO

WHEREAS, the residents of the Town of Davie deserve quality and sterling service from the Town staff; and

WHEREAS, the Town of Davie is a quality organization that always desires to present itself with the utmost professionalism; and

WHEREAS, the professional staff works as a team moving toward a common unified mission; and

WHEREAS, the Town of Davie seeks to focus on positive branding and instant name recognition connected to quality service; and

WHEREAS, the Town of Davie seeks to encourage a greater awareness of its unique character; and

WHEREAS, the Town of Davie wants to honor its heritage by staying true to its tradition by maintaining those historical elements in its logo.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF DAVIE, FLORIDA.

Section 1. The Town Council of the Town of Davie hereby approves an official logo, attached hereto as Exhibit A.

Section 2. This resolution shall take effect immediately upon its passage and adoption

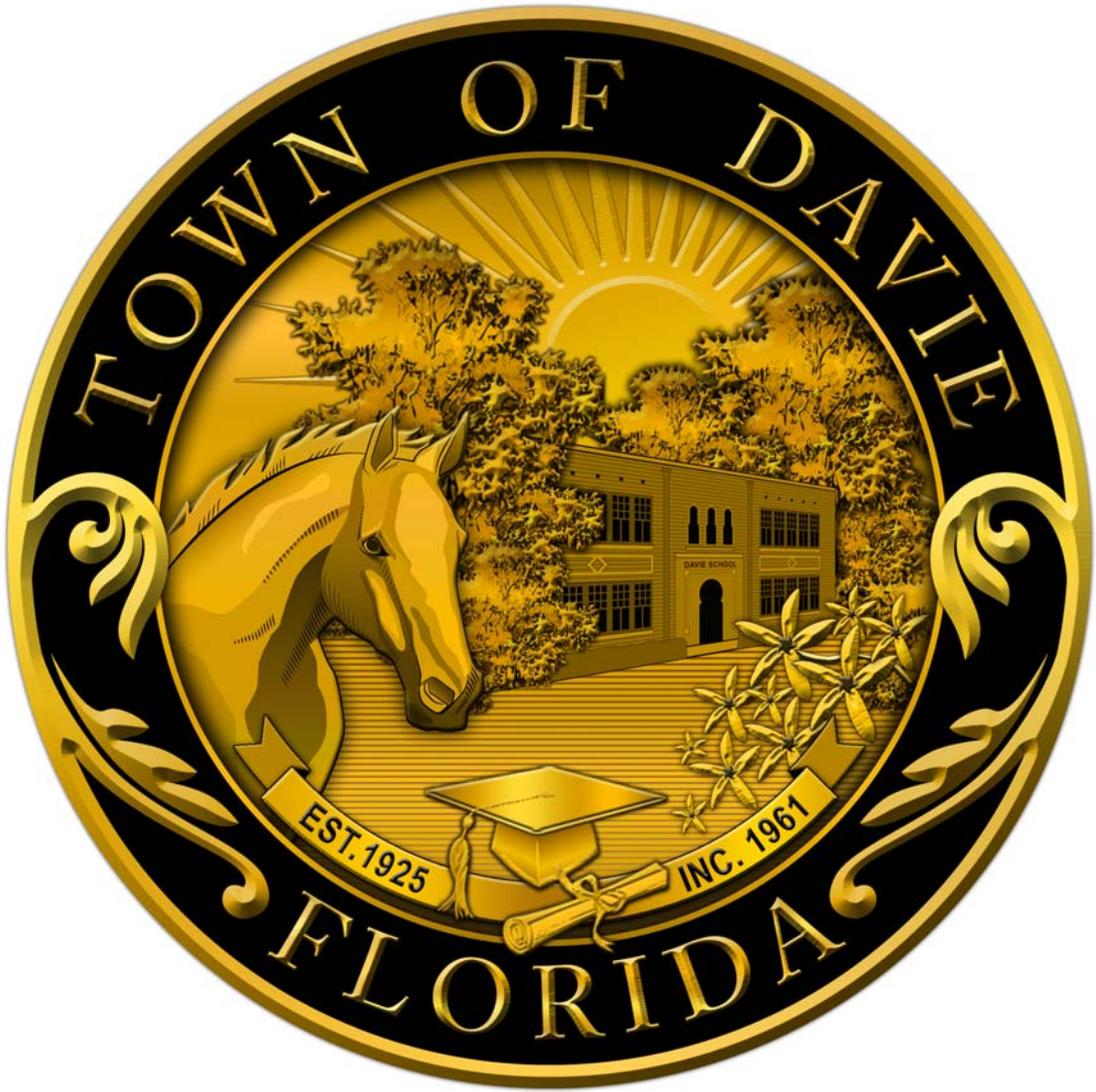
PASSED AND ADOPTED THIS _____ DAY OF _____, 2005.

MAYOR/COUNCILMEMBER

ATTEST:

TOWN CLERK

APPROVED THIS _____ DAY OF _____, 2005



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