



CITY COUNCIL

AGENDA REQUEST

AGENDA OF:	06-01-10	AGENDA REQUEST NO:	IV-A
INITIATED BY:	PAT POLLICOFF, <i>PJP</i> COMMUNICATIONS DIRECTOR	RESPONSIBLE DEPARTMENT:	COMMUNICATIONS
PRESENTED BY:	PAT POLLICOFF, <i>PJP</i> COMMUNICATIONS DIRECTOR	DEPARTMENT HEAD:	PAT POLLICOFF, <i>PJP</i> COMMUNICATIONS DIRECTOR
		ADDITIONAL DEPARTMENT HEAD (S):	N/A

SUBJECT / PROCEEDING:	SUGAR LAND HERITAGE FOUNDATION REQUESTS TO USE CITY OF SUGAR LAND CROWN IN LOGO
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EXHIBITS:	SLHF LOGO REQUEST LETTER AND LOGO EXAMPLES
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CLEARANCES		APPROVAL	
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LEGAL:	N/A	EXECUTIVE DIRECTOR:	JUDY JANECEK <i>JJ</i> DIRECTOR OF PUBLIC AFFAIRS
PURCHASING:	N/A	ASST. CITY MANAGER:	N/A
BUDGET:	N/A	CITY MANAGER:	ALLEN BOGARD <i>Allen Bogard</i>

BUDGET	
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EXPENDITURE REQUIRED: \$	N/A
AMOUNT BUDGETED/REALLOCATION: \$	N/A
ADDITIONAL APPROPRIATION: \$	N/A

RECOMMENDED ACTION	
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Consideration and action on Sugar Land Heritage Foundation request to use the crown, an element contained in the City of Sugar Land logo in their official logo.

EXECUTIVE SUMMARY

The Sugar Land Heritage Foundation has submitted a written request to replicate the crown, an element contained in the City's logo, into their logo and brand. Following is an excerpt from the City's logo and seal policy:

Usage Requests

Use of the City Seal and City Logo must comply with the usage guidelines. Use of these symbols for purposes other than official business of the City requires prior approval.

For-profit and political usage of the City Seal and City Logo is prohibited. Non-profit usage requires City Council approval. A written request stating the purpose for usage must be submitted to the City Secretary for consideration and action by the Mayor and members of City Council.

Dennis Parmer, President of Sugar Land Heritage Foundation, will be making a formal request to City Council for approval to use the City's crown in the SLHF's logo.

EXHIBITS

SUGAR LAND HERITAGE FOUNDATION
SUGAR LAND, TEXAS

May 6, 2010

Dear Mayor and City Council,

The Sugar Land Heritage Foundation exists to research, collect, preserve, and communicate the history of the Sugar Land community, to help guide the community for the future.

These are exciting times for the Sugar Land Heritage Foundation (SLHF) as the Foundation is in the process of enacting our mission statement. Cherokee Partners and Johnson Development have provided us with space on the refinery site for a temporary headquarters. Renovation plans are underway to create an office, a collections storage area, a museum exhibit gallery, and a classroom for educational programs.

SLHF is also in the process of developing a logo. SLHF Publicity and Executive committees have actively been working with a regional marketing firm and a local print house to create our logo. We have reviewed numerous versions of logos with and without graphics. There is a strong consensus that ***the best way to visually communicate our mission statement is by incorporating the City Crown as a part of the SLHF logo***. Please see the attachment for two possible examples of the SLHF logo that incorporate the use of the City Crown.

On behalf of the Board of Directors of the Sugar Land Heritage Foundation (SLHF), I would like to officially request the use of the City Crown as a part of SLHF logo. We truly hope that you will approve this request. The SLHF Board would also like to extend our continued gratitude to the City for all of the support that you have provided to initiate and fund this program. We believe that the ultimate result will be a quality program honoring the rich heritage of Sugar Land for the community and visitors to enjoy.

Sincerely yours,



Dennis Parmer
President of the Board

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