



DATE: November 25, 2019

TO: City Council

FROM: Mayor John Chelminiak
Councilmember Jared Nieuwenhuis

SUBJECT: City Logo Rebranding

Originally created by a city employee in 1969, Bellevue's logo serves as a visual identifier assuring that the document or item is official for the City of Bellevue. Over the years, there have been several internal discussions about a possible rebrand; the need to modernize the city's overall look in the digital age. Given Bellevue's ongoing growth, thriving diversity and high-desirability as a place to live and do business, we believe there is a unique opportunity to create a logo that is more representative of the community. A well-designed visual identity can capture people's imagination, instill pride and a sense of belonging. There are also economic development benefits, from generating increased tourism to supporting business investment.

Earlier this year, staff conducted preliminary research on the rebranding experience of several other government organizations. A copy of the memo summarizing this work is included in the agenda materials.

We request that the council agree to waive the "eight-hour rule" and allow staff to begin work on a request for proposal (RFP). The goal would be to launch the RFP process in the first quarter of 2020 for a consultant who will lead the city's logo rebranding initiative. The authorized scope, process and budget is laid out in staff's attached research memo.

ATTACHMENT

A. Memo: Peer research for city logo rebrand

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