

# FAIR Item: City Seal/Logo

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# Background



## Current City Logo

- Not defined in City Code
- Well recognized throughout community
  - Often mistaken for City Seal
- Has changed subtly over time
- Different year than Seal





# Path Forward



## Staff Recommended Process

- Designate existing City Logo as City Seal
  - Retains and continues use of important symbolism
- Redesign through Working Group & NAU VisualDESIGNLab
  - Working Group would oversee the process and provide guidance
  - NAU VisualDESIGNLab would handle design work
- Final design submitted for Council Approval
- Expected Completion: Spring 2025



# Path Forward



## Possible Composition of Working Group

- Could utilize existing commissions
  - Public Arts & Beautification
  - Indigenous
  - Diversity Awareness
  - Heritage Preservation
  - Employee Advisory Committee
- Group this size would be not too small, not too large
- Composition would blend community representation and expertise



# Path Forward



## Logistics and Process

- Working Group would handle ongoing oversight of project
  - Hold regular meetings to review ideas and designs
  - Could provide regular, productive feedback to design team
  - Would allow appropriate and accessible venue for public feedback
- NAU VisualDESIGNLab would handle design work
  - Positive Community Partner
  - History of similar work throughout Flagstaff
  - Capable of delivering quality product

The **VisualDESIGNLab** is a collaborative learning space where students in the NAU Visual Communication program work with community members, as active partners, on innovative design solutions that help bring brand awareness to local non-profits and university organizations.

Our goal is to promote social engagement and civic responsibility in our visual communication curriculum, by fostering a culture of collaboration and providing students with a platform to learn and apply design principles in real-world contexts.

Aligned with NAU's strategic priorities of diversity, civic engagement, and community building, the VDL fosters enduring community ties and strengthens partnerships. As director, I guide and ensure the quality of student projects, manage client relations, and promote the lab's capabilities through outreach and presentations.

Patricia Murphey, Director of the VisualDESIGNLab and Professor of Visual Communication

## VisualDESIGNLab list of clients

Coconino County  
Flagstaff Festival of Science  
Flagstaff Shelter Services  
NAU OMBUDS Office  
Flagstaff Leadership Program  
A New Dawn AZ  
Diablo Trust  
Puente de Hózhó Elementary School

The Literacy Center  
Victim Witness Services and Taste of Flagstaff  
Flagstaff Arts & Leadership Academy  
Arizona Child and Adolescent Survivor Initiative  
Coconino County Fair  
SEDI (Northern AZ Sustainable Economic Initiative)  
Camp Colton – Champ for Camp  
Southwest Kiwanis

# VisualDESIGNLab examples of designed brand identities



# Designing a Brand Identity

Brand Identity is the visual and verbal articulation of a brand. It begins with a brand name and a brand mark and builds exponentially into a matrix of tools and communications.

The logo is the point of entry to the brand.

- The brand identity supports, expresses, communicates, synthesizes, and visualizes the overall brand.
- A successful brand needs unity and consistency.
- This can be achieved with color, typography, and a strong symbol.
- The goal is to create a memorable, appropriate, recognizable, meaningful, sustainable, and consistent image that works well across media and scale.



# After Completion of Project

## Options to implement

- Replace digitally and physically as needed
  - Could be phased in digitally in weeks-months
  - Current logo would exist on vehicles/buildings until replacement
  - Negligible cost



# Possible Action



## Staff Recommendation

Direct Staff to convene working group and begin work on project in coordination with NAU VisualDESIGNLab