

RESOLUTION NO. 1663

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF FIFE,  
PIERCE COUNTY, WASHINGTON, ADOPTING A NEW CITY  
LOGO

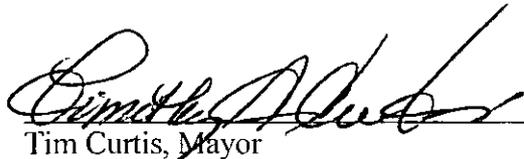
WHEREAS, the City entered a contract with JayRay Ads & PR, Inc. a local branding, advertising and strategic communications agency for the purpose of developing a heavily researched brand for the City of Fife in 2015; and

WHEREAS, pursuant to the contract JayRay has developed a new "refreshed" logo using the research and input from the citizens, businesses and visitors of Fife, the Fife Branding Advisory Committee, and the City Council; and

WHEREAS, the City Council desires to formally adopt the new logo as the official logo of the City of Fife; now therefore

BE IT RESOLVED that the Fife City Council hereby adopts the logo attached hereto as Exhibit A as the City of Fife logo.

ADOPTED by the City Council at an open public meeting held on the 28<sup>th</sup> day of April, 2015.

  
Tim Curtis, Mayor

Attest:

  
Michelle Merlino  
Carol Etgen, City Clerk

Exhibit A

