

RESOLUTION NO. _____

Date Passed: January 25, 2016

**A RESOLUTION ADOPTING BRANDING STYLE GUIDE
FOR CITY OF ROCHELLE**

WHEREAS, the City of Rochelle is a body politic and corporate, organized and existing pursuant to the Illinois Municipal Code, 65 ILCS 5/1-1-1, et. seq.; and

WHEREAS, in 2014, the City, together with several community partners, hired the Roger Brooks International firm to develop a unique brand for the City; and

WHEREAS, after receiving public input in a variety of forums, the Brooks firm unveiled the new brand in May of 2015; and

WHEREAS, the Brooks firm has created a Brand Style Guide which sets guidelines for creating a cohesive visual identity for Rochelle; and

WHEREAS, the City Council finds that the adoption of the Brand Style Guide for the City and, in particular, the downtown area of the City, will further the revitalization of the City and will be in the best interests of the citizens of the City;

NOW, THEREFORE BE IT RESOLVED by the Mayor and Council of the City of Rochelle that the Brand Style Guide created by the Roger Brooks International firm for the City is hereby adopted for use by the City, businesses, organizations and individuals in promoting the City as a desirable location.

PASSED AND APPROVED this 25th day of January, 2016.

ATTEST:

City Clerk

Mayor

