

**COW** - Your Committee recommends approval of the Visual Identity and Graphic Standards Policy relating to refreshed letterhead, business cards, and envelopes for all official City correspondence, superseding all previous Council actions related to stationery use/standards, and that all City materials follow the City graphics standards to project a cohesive, professional City brand and save dollars on printing costs and staff time.

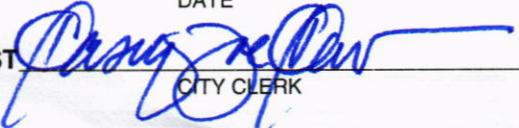
Further, your Committee recommends that staff be directed to review and clarify, as necessary, protocols relating to usage and oversight of the City's name and brand on projects within Minneapolis and by other jurisdictions that request the name of the City.

Certified as an official action of the City Council: 

RECORD OF COUNCIL VOTE (X INDICATES VOTE)													
COUNCIL MEMBER	AYE	NAY	ABSTAIN	ABSENT	VOTE TO OVERRIDE	VOTE TO SUSTAIN	COUNCIL MEMBER	AYE	NAY	ABSTAIN	ABSENT	VOTE TO OVERRIDE	VOTE TO SUSTAIN
Reich		X					Glidden	X					
Gordon	X						Cano	X					
Frey	X						Bender	X					
B Johnson	X						Quincy	X					
Yang	X						A Johnson		X				
Warsame	X						Palmisano	X					
Goodman	X												

ADOPTED APR 03 2015  
DATE

APPROVED  NOT APPROVED  VETOED

ATTEST   
CITY CLERK

  
MAYOR HODGES

APR 08 2015  
DATE