



**KING COUNTY**

1200 King County Courthouse  
516 Third Avenue  
Seattle, WA 98104

**Signature Report**

**February 28, 2006**

**Ordinance 15378**

**Proposed No.** 2005-0492.2

**Sponsors** Gossett and Phillips

1 AN ORDINANCE to establish the official symbol of King  
2 County to be the likeness of the Reverend Dr. Martin  
3 Luther King, Jr.; amending Ordinance 8227, Section 1, and  
4 K.C.C. 1.36.010 and adding new sections to K.C.C. chapter  
5 1.36.

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7

8 **STATEMENT OF FACTS:**

9 1. The Oregon territorial legislature created new counties in 1852 north of  
10 the Columbia river in what is now Washington state. It named Pierce  
11 county after the incumbent president Franklin Pierce and King County  
12 after the incumbent vice president William Rufus de Vane King.  
13 Historians suggest that this was done to seek political favor with the new  
14 federal administration. King was a slave owner and a strong supporter of  
15 the Fugitive Slave Act.  
16 2. The King County council passed Motion 6461 on February 24, 1986,  
17 recognizing the great contributions and many achievements in public

18 service of Nobel Peace Prize laureate the Reverend Dr. Martin Luther  
19 King, Jr., including his persistent and unfailing efforts leading to the  
20 passage of the Civil Rights Act of 1964 and the Voting Rights Act of  
21 1965.

22 3. Motion 6461 changed the namesake of King County from William  
23 Rufus de Vane King to the Reverend Dr. Martin Luther King, Jr.

24 4. All counties are creations of state law and are established by the state  
25 of Washington. The state Legislature passed Chapter 90, Laws of  
26 Washington 2005 (Engrossed Senate Bill 5332) to rename King County in  
27 honor of the Reverend Dr. Martin Luther King, Jr. Governor Christine  
28 Gregoire signed this legislation into law in a ceremony held in the King  
29 County Courthouse in Seattle on April 19, 2005. The law took effect July  
30 24, 2005.

31 5. Since the state has officially renamed King County in honor of the  
32 Reverend Dr. Martin Luther King, Jr., the official symbol of the county  
33 should reflect and call to mind Dr. King as its namesake.

34 6. The estate of Dr. King and the Martin Luther King, Jr., Center for  
35 Nonviolent Social Change ("King Center") oversee the King estate's  
36 intellectual property rights. The King Center regularly authorizes  
37 nonprofit and governmental organizations to use the intellectual property  
38 of Dr. King in nonprofit, noncommercial activities promoting Dr. King's  
39 legacy. The authorization form used by the King Center notes that "the

40 King Center must give its express written consent for the creation and  
41 selling of merchandise using the intellectual property."

42 7. Use of the likeness of Dr. King as the new official symbol and logo for  
43 King County is intended to promote Dr. King's legacy of nonviolent social  
44 change and to effectuate the prior legislative policy decisions of  
45 Washington state and King County to honor Dr. King's memory by  
46 renaming King County. The county does not intend to seek commercial  
47 profit from this tribute and wishes to ensure that its use of the new official  
48 county symbol is consistent with this intent. The county acknowledges the  
49 King Center's policies regarding merchandise and similar commercial uses  
50 and intends to limit the county's use of the logo to official county  
51 purposes.

52 BE IT ORDAINED BY THE COUNCIL OF KING COUNTY:

53 NEW SECTION. SECTION 1. There is hereby added to K.C.C. chapter 1.36 a  
54 new section to read as follows:

55 The official symbol and logo of King County shall be the likeness of the  
56 Reverend Dr. Martin Luther King Jr.

57 NEW SECTION. SECTION 2. There is hereby added to K.C.C. chapter 1.36 a  
58 new section to read as follows:

59 The likeness of the Reverend Dr. Martin Luther King, Jr., shall be used for official  
60 county purposes, including but not limited to, county vehicles, equipment, buses, printed  
61 materials, letterhead, business cards, envelopes and notepads.

62            NEW SECTION. SECTION 3. There is hereby added to K.C.C. chapter 1.36 a  
63 new section to read as follows:

64            Unless otherwise authorized by the King estate, the official logo shall not be used:

65            A. For purposes of fundraising or solicitation of donations other than the employee  
66 charitable campaign authorized under K.C.C. chapter 3.36 or solicitation of donations to  
67 King County; or

68            B. To advertise or promote for-profit commercial events or for-profit commercial  
69 services, goods or merchandise.

70            NEW SECTION. SECTION 4. There is hereby added to K.C.C. chapter 1.36 a  
71 new section to read as follows:

72            The executive shall transmit for council approval by ordinance graphic  
73 standards that implement sections 1, 2 ,3 and 6 of this ordinance and K.C.C.  
74 1.36.010, including the design of Dr. King's likeness that shall serve as the official  
75 county logo. The graphics standards shall include guidelines and procedures for the  
76 use of the logo for all official county uses. The standards shall also include a  
77 schedule for phased implementation consistent with section 6 of this ordinance. In  
78 the transmittal to the council, the executive shall also provide a report on the  
79 executive's efforts to work with the King Center and King Estate to obtain feedback  
80 on the standards, to address the concerns, if any, of the King Center and King  
81 Estate, and to discuss possible licensing for the use of the logo consistent with  
82 section 3 of this ordinance

83            SECTION 5. Ordinance 8227, Section 1, and K.C.C. 1.36.010 are each hereby  
84 amended to read as follows:

85           **King County flag.** The official King County flag shall consist of the county logo  
86 of a ~~((gold crown and encircling double gold rings))~~ likeness of the Reverend Dr. Martin  
87 Luther King, Jr., on a rectangular green background.

88           NEW SECTION. SECTION 6. There is hereby added to K.C.C. chapter 1.36 a  
89 new section to read as follows:

90           This ordinance shall be implemented in phases to minimize cost. The county shall  
91 continue to use the previous crown logo on existing items until these are replaced in the  
92 usual course of county business, unless replacement with the new logo is either minimal in  
93 cost or is necessary for public health and safety purposes such as uniform identification for  
94 King County law enforcement officers. The executive shall coordinate with separately  
95 elected officials and branches of government to encourage implementation of this  
96 ordinance in all county agencies. The office of management and budget shall submit  
97 semiannual reports to the council through 2009 on actual expenditures related to the  
98 implementation of this ordinance. The reports should be submitted beginning September  
99 29, 2006, with the subsequent report due March 30, 2007, and every six months thereafter.  
100 Eleven copies of each report shall be filed with the clerk of the council for distribution to  
101 all councilmembers.

102           SECTION 7. Sections 2, 3, 5 and 6 of this ordinance take effect upon the  
103 enactment of an ordinance approving the graphic standards, guidelines and procedures for  
104 the use of the likeness of the Reverend Dr. Martin Luther King, Jr., including the design of

105 Dr. King's likeness that shall serve as the official county logo as required by section 4 of  
106 this ordinance.  
107

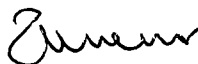
Ordinance 15378 was introduced on 11/14/2005 and passed as amended by the Metropolitan King County Council on 2/27/2006, by the following vote:

Yes: 7 - Mr. Phillips, Mr. von Reichbauer, Mr. Dunn, Mr. Ferguson, Mr. Gossett, Ms. Patterson and Mr. Constantine  
No: 2 - Ms. Lambert and Ms. Hague  
Excused: 0

KING COUNTY COUNCIL  
KING COUNTY, WASHINGTON


  
Larry Phillips, Chair

ATTEST:



Anne Noris, Clerk of the Council

APPROVED this 9 day of MARCH 2006.

  
Ron Sims, County Executive

Attachments None

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CLERK  
KING COUNTY COUNCIL