



Legislation Text

File #: 2017-0362, **Version:** 2

A MOTION requesting the executive transmit a report that assesses the current use of the Reverend Dr. Martin Luther King, Jr., logo in county operations and communications and recommends strategies for increasing the use of the logo.

WHEREAS, the King County council passed Motion 6461 on February 24, 1986, recognizing the great contributions and many achievements in public service of Nobel Peace Prize laureate the Reverend Dr. Martin Luther King, Jr., including his persistent and unfailing efforts leading to the passage of the Civil Rights Act of 1964 and the Voting Rights Act of 1965. Motion 6461 changed the namesake of King County from William Rufus de Van King to the Dr. Martin Luther King, Jr., and

WHEREAS, Ordinance 15378, enacted in 2006, states, "The likeness of the Reverend Dr. Martin Luther King, Jr., shall be used for official county purposes, including but not limited to, county vehicles, equipment, buses, printed materials, letterhead, business cards, envelopes and notepads," and

WHEREAS, the use of the likeness of Dr. King as the official symbol and logo for King County is intended to promote Dr. King's legacy of nonviolent social change and express the county's commitment to the principles of equity and social justice, and

WHEREAS, the county's Graphic Standards & Guidelines, adopted by the council in 2007 as Attachment A to Ordinance 15700 have not been updated since 2007 to address electronic communications, and

WHEREAS, the replacement schedule for implementing the Dr. Martin Luther King, Jr., logo has not been updated since 2007;

NOW, THEREFORE, BE IT MOVED by the Council of King County:

A. The executive is requested to develop and transmit a report that assesses the current use of the

Reverend Dr. Martin Luther King, Jr., logo in all county operations and communications and recommends strategies for increasing the use of the logo. The report shall include, but not be limited to:

1. An update of the 2007 New County Logo Phase-In Schedule, Attachment C to Ordinance 15700. Attachment C to Ordinance 15700 shall be updated to indicate whether the previously identified occurrences of prior logos have been replaced;
2. An assessment of the extent to which all county agencies, including separately elected agencies, are using the Reverend Dr. Martin Luther King, Jr., logo in printed and electronic communications including county websites and social media accounts;
3. A plan to increase the use by all county agencies, including separately elected agencies and the council, of the Reverend Dr. Martin Luther King, Jr., logo on King County printed materials and electronic communications; and
4. An update of the Graphic Standards & Guidelines, Attachment A to Ordinance 15700, to address electronic communications.

B. The executive shall transmit the report, and a motion adopting the report by July 9, 2018, in the form of a paper original and an electronic copy to the clerk of the council, who shall retain the original and provide an electronic copy to all councilmembers, the council chief of staff, the policy staff director and the lead staff for the committee of the whole, or its successor.