

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: November 16, 2023

PREPARED BY: Thomas Soule, Public Affairs Manager

REQUEST: DISCUSSION AND FEEDBACK ON UPDATING THE OFFICIAL CITY SEAL

RECOMMENDATION:

Provide direction to City staff on whether to proceed with an update to the Official City Seal.

BACKGROUND/ANALYSIS:

At a previous City Council meeting, a request was made to investigate updating the Palm Desert city seal. Aside from what some may perceive as an outdated design, staff has run into problems reproducing the current seal due to a lack of any original design files.

The current seal was adopted in 1974 after a contest sponsored jointly by the newly formed City and the Palm Desert Chamber of Commerce. The contest was open to any Palm Desert resident or student and carried a \$250 prize for the winner. The contest committee members included Cliff Henderson, Joe Benes, James Harman, Joe Molleneaux, Ed Mullins, Andy Petlansky, and Councilmembers Noel Brush and Chuck Aston.

About 185 entries were received, which were narrowed down to the design submitted Lois Hammer, a native of New Zealand, was an artist who had taught classes at College of the Desert. According to a newspaper report at the time, Ms. Hammer presented five alternate versions of her design to the City Council for consideration. According to the Desert Sun article, "Mayor Hank Clark asked the audience to vote on the five designs and the majority of the audience chose the design that was later approved by the Council."

The attached draft version of a reimagined city seal includes many of the same elements as the original, including the iconic palm tree design. Several elements were removed to streamline the imagery, and the distinctive "Palm Desert" font from the City's logo was used to connect the two symbols of the City.

The seal is predominantly used for official City documents, including proclamations and letters issued on City letterhead. For less official applications and for marketing purposes, the City logo comes into play. This draft version of a reimagined seal is only a starting point and would need to go through a more thorough design process to create new working files that would be suitable for the City's use.

Legal Review:

This report has been reviewed by the City Attorney's office.

FINANCIAL IMPACT:

It is anticipated that a redesign of the Official City Seal will cost less than \$5,000 and funding is available in the Economic Development Department budget.

ATTACHMENT:

1. City Seal Examples