

**CITY OF SEGUIN**

**RESOLUTION NO.**

**STATE OF TEXAS**

**A RESOLUTION OF THE CITY COUNCIL OF SEGUIN, TEXAS APPROVING  
THE NEW LOGO AND TAGLINE TO BE PAINTED ON THE HIGHWAY 123  
WATER TANK; AND DECLARING AN EFFECTIVE DATE**

**WHEREAS**, as part of the Highway 123 Water Tank Project money was set aside to be used to paint a logo on the tank after the City branding project was complete; and

**WHEREAS**, the City has chosen the Seguin, It's Real tagline along with a stylistic logo for use in its branding initiative; and

**WHEREAS**, City staff and the Branding Task Force recommends that a black and white version of the logo would be most appropriate as it would stand out no matter what the color the eye catching lights are used on the tank each night.

**NOW THEREFORE BE IT RESOLVED**, by the City Council of Seguin, Texas:

**PART 1.** The attached black and white version of the Seguin, It's Real logo is hereby approved for use on the Highway 123 water tower utilizing the remaining water tank project funds.

**PART 2.** This Resolution is effective from and after the date of its passing.

**PASSED AND APPROVED** on the 7th day of June, 2016.

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DON KEIL  
Mayor

ATTEST:

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Thalia Stautzenberger  
City Secretary