



KING COUNTY

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

Signature Report

January 9, 2018

Motion 15032

Proposed No. 2017-0362.2

Sponsors Gossett

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

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

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

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

19 WHEREAS, the county's Graphic Standards & Guidelines, adopted by the council

20 in 2007 as Attachment A to Ordinance 15700 have not been updated since 2007 to
21 address electronic communications, and

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

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

25 A. The executive is requested to develop and transmit a report that assesses the
26 current use of the Reverend Dr. Martin Luther King, Jr., logo in all county operations and
27 communications and recommends strategies for increasing the use of the logo. The
28 report shall include, but not be limited to:

29 1. An update of the 2007 New County Logo Phase-In Schedule, Attachment C
30 to Ordinance 15700. Attachment C to Ordinance 15700 shall be updated to indicate
31 whether the previously identified occurrences of prior logos have been replaced;

32 2. An assessment of the extent to which all county agencies, including
33 separately elected agencies, are using the Reverend Dr. Martin Luther King, Jr., logo in
34 printed and electronic communications including county websites and social media
35 accounts;

36 3. A plan to increase the use by all county agencies, including separately elected
37 agencies and the council, of the Reverend Dr. Martin Luther King, Jr., logo on King
38 County printed materials and electronic communications; and

39 4. An update of the Graphic Standards & Guidelines, Attachment A to
40 Ordinance 15700, to address electronic communications.

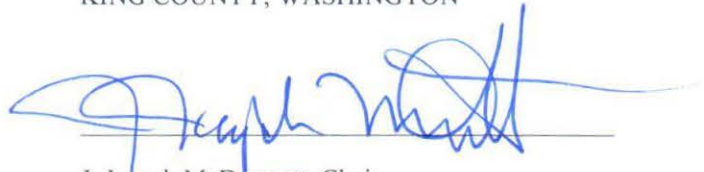
41 B. The executive shall transmit the report, and a motion adopting the report by
42 July 9, 2018, in the form of a paper original and an electronic copy to the clerk of the

43 council, who shall retain the original and provide an electronic copy to all
44 councilmembers, the council chief of staff, the policy staff director and the lead staff for
45 the committee of the whole, or its successor.
46

Motion 15032 was introduced on 9/5/2017 and passed by the Metropolitan King
County Council on 1/8/2018, by the following vote:

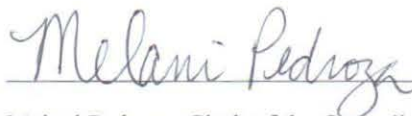
Yes: 9 - Mr. von Reichbauer, Mr. Gossett, Ms. Lambert, Mr. Dunn,
Mr. McDermott, Mr. Dembowski, Mr. Upthegrove, Ms. Kohl-Welles
and Ms. Balducci
No: 0
Excused: 0

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON



J. Joseph McDermott, Chair

ATTEST:



Melani Pedroza, Clerk of the Council

Attachments: None

