

VILLAGE OF COVINGTON, OHIO

RESOLUTION R13-22

A RESOLUTION ADOPTING THE VILLAGE OF COVINGTON LOGO AND BRAND

WHEREAS, the Village of Covington has not formally adopted a logo or brand for the Village, and has used various logos since its inception; and

WHEREAS, the Village of Covington adopted a Strategic Plan that incorporates a vision, a mission, and strategic goals, including the goal to “Update the brand of the Village, including a new more modern logo”; and

WHEREAS, the Village Council wishes to formally adopt a logo and seal to ensure that branding and messaging of the Village of Covington are consistent and of a high quality; and

WHEREAS, the Brand Guidelines attached as Exhibit A shall be formally adopted; and

NOW, THEREFORE, BE IT ORDAINED by the Council of the Village of Covington, Ohio:

Section 1. The Village of Covington formally adopts the Primary Logo, Secondary Logo, and Village Seal shown in the Brand Guidelines attached as Exhibit A.

Section 2. All existing logos, seals, and brands shall be replaced and updated to the new logo and seal as financially feasible.

Section 3. This Resolution shall go into effect at the earliest time permitted by law.

Passed: April 4, 2022



Edward L. McCord, Mayor


Jesse Reynolds, President of Council

Rhonda Gill, Fiscal Officer