

INTRODUCED: May 10, 2021

AN ORDINANCE No. 2021-128

To repeal City Code § 2-3, concerning the City logo, and to amend ch. 2, art. I of the City Code by adding therein a new section 2-3, concerning the City logo, for the purpose of abandoning the former City logo and establishing a new City logo.

\_\_\_\_\_  
Patron – Mayor Stoney

\_\_\_\_\_  
Approved as to form and legality  
by the City Attorney  
\_\_\_\_\_

PUBLIC HEARING: JUN 14 2021 AT 6 P.M.

THE CITY OF RICHMOND HEREBY ORDAINS:

§ 1. That section 2-3 of the Code of the City of Richmond (2020) be and hereby is **repealed** as follows:

~~[Sec. 2-3. City logo.~~

~~The logo of the City shall be represented by an oval shape with an interpretive design of the Richmond skyline, the James River, and the bridges connecting the community. The word “RICHMOND” in Roman characters appears above the skyline and bridge design, and the word “VIRGINIA” in smaller Roman characters appears below a wave design representing the James~~

AYES:            9            NOES:            0            ABSTAIN: \_\_\_\_\_

ADOPTED:    JUN 14 2021    REJECTED: \_\_\_\_\_    STRICKEN: \_\_\_\_\_

~~River. A rising star dots the “I” in “RICHMOND,” symbolizing the City’s role as the capital of the Commonwealth.]~~

§ 2. That Chapter 2, Article I of the Code of the City of Richmond (2020) be and hereby is amended by **adding therein a new section** numbered 2-3 as follows:

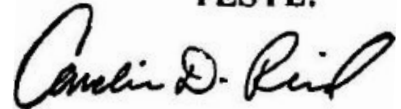
**Sec. 2-3. City logo.**

The logo of the City shall be described as a circular design. The upper two-thirds of the logo is a field of royal blue, the lower one-third is red, and a thin line of white is imposed above the red section. In the center, a white silhouette of a bare-headed bateau boatman, standing on the prow of a bateau, is facing and poling toward the honor side (left), with the end of the pole extending into a red stroke. Orbiting in an open bottomed arc around the boatman are nine white stars, representing the states of which Richmond was once capital. Five inner circles and strokes create individual layers beginning with the outermost layer; a repeating pattern of light gray and dark gray shapes resembling the strands of a rope complete the outer boarder. A thin light gray outer inner stroke separates a thick navy-blue stroke containing the text in white: “CITY OF RICHMOND” centered on the upper arch and “ESTABLISHED 1737” centered on the bottom arch. Two light gray stars also rest on the center line of the navy-blue stroke, separating the upper and lower halves.

§ 3. This ordinance shall be in force and effect upon adoption.

**A TRUE COPY:**

**TESTE:**



**City Clerk**




# CITY OF RICHMOND

## INTRACITY CORRESPONDENCE

O&R

**REQUEST**

**DATE:** April 27, 2021 **EDITION:** 1  
**TO:** The Honorable Members of City Council  
**FROM:** The Honorable Levar M. Stoney, Mayor   
**RE:** City Logo

**ORD. OR RES. No.** \_\_\_\_\_

**PURPOSE:** This ordinance will update the official City of Richmond logo within Section 2-3 of the Code of the City of Richmond (2020).

**REASON:** To adopt a new official logo for the City of Richmond.

**RECOMMENDATION:** Approval is recommended by the City Administration.

**BACKGROUND:** The City Code needs to be updated to change the official logo for the City of Richmond. This will ensure consistency in communications and marketing. The new logo is already in use. This ordinance will formalize the new logo's replacement of the old logo.

The current code reads (Ord. No. 2000-63-55, adopted Feb. 28, 2000):  
*The logo of the City shall be represented by an oval shape with an interpretive design of the Richmond skyline, the James River, and the bridges connecting the community. The word "RICHMOND" in Roman characters appears above the skyline and bridge design, and the word "VIRGINIA" in smaller Roman characters appears below a wave design representing the James River. A rising star dots the "I" in "RICHMOND," symbolizing the City's role as the capital of the Commonwealth.*

The code should be changed to the following:  
*The logo of the city shall be described as a circular design. The upper two-thirds of the logo is a field of royal blue, the lower one-third is red, and a thin line of white is imposed above the red section. In the center, a white silhouette of a bare-headed bateau boatman, standing on the prow of a bateau, is facing and poling toward the honor side (left), with the end of the pole extending into a red stroke. Orbiting in an open bottomed arc around the boatman are nine white stars, representing the states of which Richmond was once capital. Five inner circles and strokes create individual layers beginning with the outermost layer; a repeating pattern of light gray and dark gray shapes resembling the*

*strands of a rope complete the outer boarder. A thin light gray outer inner stroke separates a thick navy-blue stroke containing the text in white: "CITY OF RICHMOND" centered on the upper arch and "ESTABLISHED 1737" centered on the bottom arch. Two light gray stars also rest on the center line of the navy-blue stroke, separating the upper and lower halves.*

**FISCAL IMPACT / COST:** N/A

**FISCAL IMPLICATIONS:** N/A

**BUDGET AMENDMENT NECESSARY:** N/A

**REVENUE TO CITY:** N/A

**DESIRED EFFECTIVE DATE:** Upon adoption.

**REQUESTED INTRODUCTION DATE:** May 10, 2021

**CITY COUNCIL PUBLIC HEARING DATE:** June 14, 2021

**REQUESTED AGENDA:** Consent agenda.

**RECOMMENDED COUNCIL COMMITTEE:** Governmental Operations

**CONSIDERATION BY OTHER GOVERNMENTAL ENTITIES:** None.

**AFFECTED AGENCIES:** Applies to all City of Richmond Departments, offices, facilities, property, RVA.gov, and written correspondence.

**RELATIONSHIP TO EXISTING ORD. OR RES.:** Amends City Code § 2-3.

**REQUIRED CHANGES TO WORK PROGRAM(S):** None.

**ATTACHMENTS:** City logo prototype.

**STAFF:** Maggie Anderson, Acting Chief of Staff, Office of Mayor Levar Stoney



**HEX Codes**

Light Grey – #cccccc

Dark Grey – #666633

Royal Blue – #333366

Red – #993333

Navy Blue – #333333