



## Metropolitan King County Council Committee of the Whole

Agenda Item No.: 3

Date: 12 Mar 2007

Briefing No.: 2006-0586

Prepared by: Nick Wagner

### SUBJECT

Approval of graphic standards, guidelines, and a phased implementation schedule for use of the likeness of the Reverend Dr. Martin Luther King, Jr., as the logo for King County.

### INTRODUCTION

King County was created by the Oregon Territorial Legislature on 22 December 1852. Less than three months later, in 1853, King County became part of Washington Territory, which had just been created. King County was originally named for William Rufus DeVane King, a slave owner and senator from Alabama who was elected vice president of the United States and then died in the same year that King County became part of Washington Territory.

On 24 February 1986 the King County Council passed Motion 6461, which renamed King County in honor of the Reverend Dr. Martin Luther King, Jr. The motion was introduced by then-Councilmembers Ron Sims and Bruce Laing. In passing the motion, the Council recognized that the life and work of Dr. King were more in keeping with the values of the current citizens of King County than were the life and work of the county's earlier namesake.

Motion 6461 offered the following tributes to Dr. King: He "believed that liberty, justice, and freedom were the 'inalienable rights' of all men, women and children." He "was a spiritual man who believed all people were created equal in the sight of God." He "believed in the dignity and self-worth of every individual and . . . gave his life defending his beliefs." He received the Nobel Peace Prize and "became a national hero whose birthday has been declared a national holiday . . . [and] a day of peace, love and understanding." "[H]is persistent and unflinching efforts prompted passage of the Civil Rights Act of 1964, and the Voting Rights Act of 1965, both of which have benefited all citizens of this nation." And finally, Dr. King "inspired people and nations world-wide to strive in a non-violent manner for the human rights, civil liberties, and economic guarantees rightfully due people of all races."

On 24 July 2005, following a six-year grassroots effort led by State Senator Adam Kline and State Representative Eric Pettigrew, the Washington State Legislature added the following language to section 36.04.170 of the Revised Code of Washington: "King county is renamed in honor of the Reverend Doctor Martin Luther King, Jr."

Following this action by the state legislature, the King County Council on 27 February 2006 passed Ordinance 15378, which provided in part, "The official symbol and logo of King County shall be the likeness of the Reverend Dr. Martin Luther King, Jr." Ordinance 15378 was sponsored by Councilmembers Gossett and Phillips. The ordinance required the King County Executive to transmit to the Council for review and approval three items: (a) graphic standards for the logo, including the design of Dr. King's likeness; (b) guidelines for use of the logo; and

(c) a schedule for phased implementation of the logo in order to avoid unnecessary expense in the transition from the old logo to the new one. Ordinance 15378 also required the Executive to provide a report on King County's efforts to work with the King Center and the King Estate to obtain feedback on the standards, to address any concerns they might have, and to discuss possible licensing of the logo.

To design the new logo, the Executive sponsored a competition, which was entered by 29 design firms. Applications were received from Washington, Oregon, California, Maryland, and Florida. This was the largest response ever received by King County for a design contract. A jury selection process was managed by 4Culture, King County's cultural services agency. The winner of the competition was a Seattle firm, Gable Design Group, whose design director is Tony Gable. Mr. Gable impressed the design selection committee with his experience, his diverse design work, his knowledge of the community, and his passion for the project. His other clients have included Microsoft, Hewlett-Packard, Boeing, the University of Washington, Sound Transit, Nordstrom, Harborview Medical Center, United Negro College Fund, Seattle Public Schools, the NBBJ architecture firm, and numerous non-profit groups.

### **SUMMARY OF THE PROPOSED ORDINANCE**

Proposed Ordinance 2006-0586 reflects the Executive's compliance with Ordinance 15378. If adopted by the Council, the proposed ordinance would approve the three documents that are attached to it: (a) graphic standards for the logo, including the design of Dr. King's likeness; (b) guidelines for use of the logo; and (c) a schedule for phased implementation of the logo. Copies of those documents are attached to this staff report as attachments 3 through 5.

Representatives of the Council, the Executive, and the Office of the Prosecuting Attorney have shared with representatives of the King estate and the King family the logo design and the guidelines for use of the logo, and members of the King family were invited to attend the community celebration of the logo's unveiling. A memorandum summarizing King County's efforts to communicate with the King estate and the King family about the logo is attached to this staff report as attachment 6. Since neither the King estate nor the King family has explicitly approved or disapproved of the logo or King County's use of it, the proposed guidelines have been drafted to limit use of the logo to uses for which the permission of neither the King estate nor the King family is required.

### **INVITEES**

1. Ron Sims, King County Executive
2. Norm Maleng, King County Prosecuting Attorney
3. Tony Gable, Design Director, Gable Design Group
4. Jim Kelly, Executive Director, 4Culture
5. Bruce Laing, former King County Councilmember

## **ATTACHMENTS**

1. Striking Amendment to Proposed Ordinance 2006-0586 (p. 4)
2. Title Amendment to Proposed Ordinance 2006-0586 (p. 7)
3. Attachment A to Proposed Ordinance 2006-0586 (Graphic Standards) (p. 8)
4. Attachment B to Proposed Ordinance 2006-0586 (Guidelines for Use) (p. 9)
5. Attachment C to Proposed Ordinance 2006-0586 (Implementation Schedule) (p. 12)
6. Memorandum re Communication Efforts re MLK Logo (p. 28)
7. Transmittal Letter (p. 39)

March 12, 2007

AN

Sponsor: Gossett

Proposed No.: 2006-0586

1 **STRIKING AMENDMENT TO PROPOSED ORDINANCE 2006-0586, VERSION**

2 **1**

3 On page 1, beginning on line 7, strike everything through page 3, line 31, and insert:

4 "STATEMENT OF FACTS:

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

12 2. On July 24, 2005, the following language was added to RCW  
13 36.04.170: "King county is renamed in honor of the Reverend Doctor  
14 Martin Luther King, Jr."

15 3. Ordinance 15378, adopted on February 27, 2006, defined the official  
16 logo of King County as the likeness of Reverend Dr. King, Jr., to be used  
17 for official county purposes. Ordinance 15378 also directed the executive

18 to transmit graphic standards, including guidelines and procedures for the  
19 use of the logo for all official county purposes.

20 BE IT ORDAINED BY THE COUNCIL OF KING COUNTY:

21 SECTION 1. The council hereby approves the graphic standards for use of the  
22 logo that are contained in Attachment A to this ordinance, the guidelines and procedures  
23 for use of the logo that are contained in Attachment B to this ordinance and the schedule  
24 of phased implementation that is contained in Attachment C to this ordinance. No  
25 additional graphic standards, guidelines or procedures for use of the logo may be  
26 implemented unless they are first approved by the council by motion or ordinance.

27 SECTION 2. Ordinance 15378, Section 6, and K.C.C. 1.36.060 are each hereby  
28 amended to read as follows:

29 This chapter shall be implemented in phases to minimize cost. The county shall  
30 continue to use the previous crown logo on existing items until these are replaced in the  
31 usual course of county business, unless replacement with the new logo is either minimal  
32 in cost or is necessary for public health and safety purposes such as uniform identification  
33 for King County law enforcement officers. The executive shall coordinate with  
34 separately elected officials and branches of government to encourage implementation of  
35 this ordinance in all county agencies. The office of management and budget shall submit  
36 semiannual reports to the council through 2009 on actual expenditures related to the  
37 implementation of this ordinance. The reports ~~((should))~~ shall be submitted ~~((beginning~~  
38 ~~September 29, 2006, with the subsequent report due))~~ on March 30, 2007, and every six  
39 months thereafter. Eleven copies of each report shall be filed with the clerk of the

40 council for distribution to all councilmembers and to the lead staff for the committee of  
41 the whole.

42 SECTION 3. Ordinance 15378, Section 7, is hereby amended to read as follows:

43 Sections 2, 3, 5 and 6 of ~~((this ordinance))~~ Ordinance 15378 take effect upon ~~((the~~  
44 ~~enactment of an ordinance approving the graphic standards, guidelines and procedures for~~  
45 ~~the use of the likeness of the Reverend Dr. Martin Luther King, Jr., including the design of~~  
46 ~~Dr. King's likeness that shall serve as the official county logo as required by section 4 of~~  
47 ~~this ordinance))~~ the effective date of this ordinance."

48 Add Attachment A, \*\*\*\*\* ,Attachment B, \*\*\*\*\* , and Attachment C, \*\*\*\*\*

49 **EFFECT: The amendment reflects (1) a change in the attachments to the ordinance,**  
50 **(2) the deletion of the first report required in Section 6 of Ordinance 15378, since**  
51 **the original stated due date is past, (3) the addition of a requirement of council**  
52 **approval of the graphic standards that remain to be developed, before such**  
53 **standards are used or published, since the development of the graphic standards for**  
54 **the new logo as well as its implementation will be happening in phases, and**  
55 **(4) clarification of the effective date of Ordinance 15378.**

**T1**

March 12, 2007

AN

Sponsor: Gossett

Proposed No.: 2006-0586

1 **TITLE AMENDMENT TO PROPOSED ORDINANCE 2006-0586, VERSION 1**

2 On page 1, beginning on line 1, strike everything through page 1, line 4, and insert:

3 "AN ORDINANCE approving graphic standards for the  
4 official King County logo, including the design of the  
5 likeness of Dr. Martin Luther King, Jr., guidelines and  
6 procedures for use of the logo, and an implementation  
7 schedule; and amending Ordinance 15378, Section 6, and  
8 K.C.C. 1.36.060 and Ordinance 15378, Section 7."

9 **EFFECT: The amendment changes the title to conform to the substance of Striking**  
10 **Amendment S1.**

**Graphic Standards for Use of King County Logo**

**[to be provided at the meeting of the  
Committee of the Whole on 12 March 2007]**



## I. Authority

A. Authority and purpose. As approved by Ordinance \_\_\_\_\_, these guidelines and graphics standards implement Ordinance 15378, which is codified at K.C.C. chapter 1.36, by providing for the proper use of the official King County symbol and logo ("logo").

## II. Guidelines for Official County Use

A. Listed Permitted Uses. ~~County employees, elected officials, departments and administrative offices shall use and may permit the use of the official logo described in Part IV below only for official county purposes.~~ The adopted logo portraying the likeness of the Reverend Dr. Martin Luther King, Jr. shall be used only for official county purposes.

"Official county purposes" includes, but is not limited to, use of the logo on or in connection with: the King County flag; vehicles; buses; water craft and air craft; letterhead; business cards; envelopes; stationary and notepads; licenses, permits, certificates, business forms and forms required by law, reports, studies, ordinances, motions, regulations, policies and procedures and other official county documents and records; news releases, press kits, mailings, flyers, brochures, posters, calendars and other printed materials; videos and visual displays; uniforms and related accessories, such as coats, hats, badges and patches; identifying signage on buildings, facilities, structures, parks, open spaces, trails and other real property owned, leased or otherwise under the jurisdiction of the county; identifying signage on equipment, goods and other tangible personal property owned or leased by the county; identifying signage for county events, programs or services, and events, programs or services provided in cooperation with third parties; identifying signage on county web pages and web pages of other entities which have county permitted links to the county web site; other county electronic media; apparel made available only to volunteers, county employees and elected officials containing a depiction of the logo, such as hats and shirts; and promotional items

offered free of charge to the public, such as mugs, pencils, litter bags, buttons, and stickers.

It is an official county purpose to use the logo to identify King County when the county provides a venue for events held on county property, or when the county is a participating agency in providing a service or program. This may include, but is not necessarily limited to events and services held in connection with other public agencies or non-profit or for-profit entities, provided that the logo shall be used in a manner that focuses not on another party or entity, but on the county's role in the activity as a participant or provider of a county site or facility.

B. Other Official County Purposes. Use of the logo for any purpose not specifically listed above shall require prior written authorization from the King County Executive.

C. Prohibited Uses. Unless otherwise authorized by the entity designated by the estate of the Reverend Dr. Martin Luther King, Jr. to manage the intellectual property rights held by estate, no county employee, elected official, department or administrative office shall have the authority to use or permit a contractor or other entity to use the logo:

1. For purposes of fundraising or solicitation of donations other than the employee charitable campaign authorized under K.C.C. chapter 3.36 or solicitation of donations to King County; or
2. To advertise or promote for-profit commercial events or for-profit commercial services, goods or merchandise.

### **III. IMPLEMENTATION OF THE LOGO**

[INSERT EXECUTIVE'S  
PHASED IMPLEMENTATION PLAN]

### **IV. GRAPHIC STANDARDS**

[INSERT TECHNICAL GRAPHICS STANDARDS]





**KING COUNTY, WASHINGTON**  
**New County Logo Phase-In Schedule**

Department: *Superior Court*  
 Prepared by:  
 Title:  
 Date:

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year					Comments
			2007	2008	2009	2010	2011	

Superior Court does not use the King County logo. A Superior Court logo is used instead. None of the Superior Court stationary (letterhead, envelopes, business cards) has a consistent look. Each judge and commissioner is given the opportunity to make their stationary appear how they want it. Any publications created by Superior Court uses the Superior Court logo as well.



**KING COUNTY, WASHINGTON**  
**New County Logo Phase-In Schedule**

Department: DAJD  
 Prepared by: Karl Tamura  
 Title: Chief of Administration  
 Date: 12/20/2006

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year					Comments
			2007	2008	2009	2010	2011	
<b>Badges:</b>								
Director/Chief/Deputy Dir/Commanders/Majors	7	N	X					
Adult Detention Staff	599	N	X					
Captains	30	N	X					
Flat badges for command staff	17	N	X					
Hat badges	17	N	X					
Uniform/Patches	17	N	X					
CCD Caseworkers	15	N	X					
<b>Adult Detention Staff - Patches</b>								
Shirts - 5 to 7 w/ patches both arms	8524	As needed	X					
Hats, sweaters, etc.	3653	As needed	X					
Jackets	1218	As needed	X					
<b>Juvenile Detention Staff-uniform embroidery</b>								
Short Sleeve Shirt*	666	As needed	X					
Long Sleeve Shirt	222	As needed	X					
Supervisor Short Sleeve Shirt	66	As needed	X					
Supervisor Long Sleeve Shirt	22	As needed	X					
Vest	122	As needed	X					
Windshirt	122	As needed	X					
3 in 1 Jacket	122	As needed	X					
Baseball Caps	122	As needed	X					
Template Set Up 6 Logos, (JDO, Sup, CSO, Rec, Chief, C	6	As needed	X					
<b>Signage/Posters (units, common and public areas):</b>								
KCCF	40	As needed	X					
RJC	20	As needed	X					
Juvenile Detention	15	As needed	X					
CCD	4	As needed	X					
<b>Miscellaneous</b>								
Flags	8	As needed	X					
Flags	2	As needed	X					
Employee, volunteers and vendor ID cards	1265	As needed	X					

The Department of Adult and Juvenile Detention (DAJD) plans to implement the logo change in 2007. Once the department design has been created DAJD anticipates a four to six month transition period to convert uniforms, patches, badges and other equipment.



**KING COUNTY, WASHINGTON**  
New County Logo Phase-In Schedule

Department: **DNRP**  
Prepared by: **Kate Karpf**  
Title: **Communications Specialist III**  
Date: **12/14/2008**

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year				Comments
			2007	2008	2009	2010	
<b>Hazardous Waste</b>							
Stationery		No	X	X			Replace as supplies are exhausted
Print Materials		No	X	X			Replace when items are reprinted
Web Site		No	X				
Electronic Materials		No	X				
Vehicles: New logo will be placed on fleet vehicles as determined by fleet maintenance program.							
Displays and banners: New logo will be placed on display posters and banners as these are replaced/updated or as budget allows.							
<b>Parks &amp; Trails -- Existing (need new logo decal)</b>							
Sammamish River Trail & Kiosk (media debut at Marymoor)	8	No	X				
Burke Gilman	1	No	X				
Soos Creek Trail	4	No	X				
Snoqualmie Valley Trail	8	No	X				
Cougar Mountain	3	No	X				
Toit MacDonald	1	No	X				
Marymoor East Entrance	1	No	X				
<b>Open Space (WLR Sites) -- Existing (need new logo decal)</b>							
Cedar Grove Natural Area	1	No	X				
Chinook Bend Natural Area	1	No	X				
Taylor Mountain Forest	1	No	X				
Cold Creek Natural Area	1	No	X				
Island Cemetery Forest	1	No	X				
<b>Parks -- New Sign Order</b>							
Lake Geneva Park	1	No	X				
Park Orchard Park	1	No	X				
Green Tree Park	1	No	X				
Whitney Bridge Park	1	No	X				
North Meridian Park	1	No	X				
South King County Ball Fields	1	No	X				
Kentlake Ball Fields	1	No	X				
Five Mile Lake Park	1	No	X				
Ravensdale Park	1	No	X				
Everygreen Pool and Athletic Fields	2	No	X				
<b>Solid Waste Signage -- logo replace (decals)</b>							
		No	X				
<b>Solid Waste Signage -- new facilities</b>							
1st NE Transfer Station		No	X				
Hughson Roof project		No	X				
Bow Lake Unclassified Use Permit Board		No	X				
<b>Solid Waste Rolling Stock (trucks &amp; trailers)</b>							
	34	No	X				
<b>Wastewater -- Signage at New facilities</b>							
Brightwater Treatment Plant		No	X		X		Permanent signage to be installed when construction is complete
Brightwater Inlet Pump Station		No	X		X		temporary signage in 2007, permanent signage in 2010
Carnation Treatment Plant		No	X				temporary signage in 2007, permanent signage in 2010
Hidden Lake Pump Station		No	X			X	temporary signage in 2007, permanent signage in 2009
Bellevue PS		No	X		X		temporary signage in 2007, permanent signage in 2008
Juanita PS		No	X		X		temporary signage in 2007, permanent signage in 2008
Murray Ave. PS		No	X		X		temporary signage in 2007, permanent signage in 2008

**KING COUNTY, WASHINGTON**  
New County Logo Phase-in Schedule

Department: DNRP  
Prepared by: Kate Karpf  
Title: Communications Specialist III  
Date: 12/14/2006

Item	Anticipated Phase-in Schedule. Number of items to be replaced or re-branded per year						Comments
	2007	2008	2009	2010	2011		
Barton St PS	X	X					temporary signage in 2007, permanent signage in 2008
Pacific PS	X	X					temporary signage in 2007, permanent signage in 2008
53rd Ave. PS	X	X					
Vashon Island	X	X					
Wastewater -- Signage other facilities							A complete inventory needs to be conducted and costs assessed. Not in budget.
King Street	X	X					
Treatment Plant	X	X					
Pump & regulator stations	X	X					Signage replaced as facilities are upgraded (capital project)
CSO plants	X	X					
Industrial Waste offices, Jameson	X	X					
Wastewater -- Construction Site Signage							New signage as needed.
Wastewater -- Project offices signage							temporary signage to be added to existing signage
Brightwater project office	X	X					
Treatment Plant	X	X					
Trailers: N Kenmore, Shoreline, Point Wells	X	X					
Wastewater -- Facility Feet Vehicles/Equip	X	X					New decals applied as directed by Fleet
DNRP Division -- Safety equipment							
Hard hats (new hats and decals)	X	X					Replace as needed
Vests	X	X					Replace as needed
Jackets/Stickers	X	X					Replace as needed
Ponable Safety signage	X	X					Replace as needed
Natural Resource Lands Signage							Most of the Natural Resource Lands signage will not have the logo panel replaced until the signs are damaged. Signs for some areas were installed without the logo panel. The panels could be ordered and installed, possibly in 2007, if the logo is ready and the sign shop has the logo available for use. In general, if there will be a way to simply cover the existing logos on signs with 'decals' that are inexpensive and easy to install, logo replacement could begin as soon as the sign shop has the logo available and can make the decals.
Stormwater ponds	X	X					Replace as needed. Complete replacement may extend beyond the five year time frame.
Natural Areas (NA) with Site ID signs	X	X					Replace as needed. Complete replacement may extend beyond the five year time frame.
Working Resource Lands:							
5 Sites	X	X					Replace as needed. Complete replacement may extend beyond the five year time frame.
Interpretive Kiosks	X	X					Replace as needed. Includes two new sites that will be installed by the end of 2007 with signage bearing the new logo.

**KING COUNTY, WASHINGTON**  
New County Logo Phase-In Schedule

Department: DEPARTMENT OF TRANSPORTATION  
Prepared by: Laurie Brown  
Title: Deputy Director  
Date: December 21, 2006

Item		Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year										Comments
Number of Items	Item on a Replacement Schedule?	2007	2008	2009	2010	2011						
<b>METRO TRANSIT DIVISION</b>												
<b>1. Revenue Vehicles</b>												
1,316	Yes, varies	48	20	0	47	381	227	more in '12, and 114 more in '13				
* Buses	Yes, varies											
275	Yes, varies	28	55	28	28	55	41					
* Access Vans	Yes, varies											
900	Yes, varies	138	171	19	189	153	0					
* Vanpool vans	Yes, varies											
134	Yes, varies	77	0	57	0	0	0					
* VanShare vans	Yes, varies											
<b>2. Non-Revenue Vehicles</b>												
600	Yes	96	96	96	96	96	96					
* Misc. fleet vehicles	No	0	0	2	2	2	2					
42	No	0	0	2	2	2	2					
* Community Access Program vans	No	0	0	2	2	2	2					
<b>3. Operator Uniforms</b>												
~ 35,000 ea	No	3,000	6,000	7,000	8,000	8,000	8,000	Purchased by operators based on wear, 100% conversion not likely				
* Variety (caps, shirts, jackets, etc.)	No	3,000	6,000	7,000	8,000	8,000	8,000					
<b>4. SQ uniforms</b>												
~ 900	No	90	120	200	200	200	200	Purchased by staff based on wear, 100% conversion not likely				
* Variety (caps, shirts, jackets, etc.)	No	90	120	200	200	200	200					
<b>5. Other Uniforms (Maintenance, etc.)</b>												
~150	No	50	0	0	0	0	0					
* Street Team Vests	No	50	0	0	0	0	0					
* Decals for hard hats	No	80	0	0	0	0	0					
~80	No	80	0	0	0	0	0					
* Power & Facilities crew (6 coveralls ea X 175)	No	100	100	100	100	100	100					
~1800	No	180	180	180	180	180	180					
* Mechanics, others (6 coveralls ea X 300)	No	180	180	180	180	180	180					
<b>6. Fare Media</b>												
~ 3,600,000	Yes, annually	~ 3,600,000										
* Passes and Permits	Yes, annually	~ 3,600,000										
~ 400,000	Yes, monthly	~ 400,000										
* Ticketbooks	Yes, monthly	~ 400,000										
~ 50,000,000	Yes, annually	~ 50,000,000										
* Transfers	Yes, annually	~ 50,000,000										
~110,000	Yes, annually	~110,000										
* Taxi Script	Yes, annually	~110,000										
<b>7. Signage</b>												
~ 275	No	4	4	4	4	4	4					
* Customer Facilities ID signs	No	4	4	4	4	4	4					
~ 275	No	4	4	4	4	4	4					
* Customer Facilities Rules & Reg signs	No	4	4	4	4	4	4					
~ 1,000	No	10	10	10	10	10	10					
* Customer Facilities misc. regulatory signs	No	10	10	10	10	10	10					
~ 9,500	No	500	500	500	500	500	500					
* Bus Stop Signs	No	500	500	500	500	500	500					
~ 250	No	15	15	15	15	15	15					
* Information Signs & Kiosks	No	15	15	15	15	15	15					
~ 285	No	5	5	5	5	5	5					
* Information Displays	No	5	5	5	5	5	5					
~ 11,000	No	~ 5,000	~ 1,500	~ 1,500	~ 3,000	~ 3,000	~ 3,000					
* Interior Bus Signs (fares, rules, promotions)	No	~ 5,000	~ 1,500	~ 1,500	~ 3,000	~ 3,000	~ 3,000					
2	No	600	2	2	2	2	2					
* Exterior Bus Billboard Signs	No	600	2	2	2	2	2					
11	No	X	X	X	X	X	X	as funding and improvements allow				
* Customer Sales & Service Offices	No	X	X	X	X	X	X					
* Division bus bases, and operating facilities ID signs	No	X	X	X	X	X	X					
<b>8. Printed Information</b>												
~ 9,000,000	Yes, 3Yr	~ 9,000,000										
* Timetables	Yes, 3Yr	~ 9,000,000										
~ 4,200	Yes, 3Yr	~ 4,200										
* Bus Stop Schedules at Bus Stops	Yes, 3Yr	~ 4,200										
~ 1,100	Yes, annually	~ 1,100										
* Maps at Bus Stops	Yes, annually	~ 1,100										
~ 500	No	100	100	100	100	100	100					
* Promotional Info at Bus Stops	No	100	100	100	100	100	100					
~ 150,000	No	15,000	35,000	35,000	35,000	35,000	35,000					
* Promotional Brochures	No	15,000	35,000	35,000	35,000	35,000	35,000					
~ 10,000	No	7,000	3,000	3,000	3,000	3,000	3,000					
* Promotional Novelty Items	No	7,000	3,000	3,000	3,000	3,000	3,000					
<b>9. Metro Online</b>												
1	No	1										
* New Top Banner throughout site	No	1										
<b>10. Stationary</b>												
N/A	X	X	X	X	X	X	X					
* Letterhead	X	X	X	X	X	X	X					
N/A	X	X	X	X	X	X	X					
* Business Cards	X	X	X	X	X	X	X					
N/A	X	X	X	X	X	X	X					
* Forms	X	X	X	X	X	X	X					

Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year.									
Item	Number of Items	Item on a Replacement Schedule?	2007	2008	2009	2010	2011	Comments	
<b>FLEET ADMINISTRATION DIVISION</b>									
1. Exterior Vehicle Logos (Decals)	1450	Yes	290	290	290	290	290	Total of approximately 1,450 unreplaced vehicles to be spread over 5 years.	
<b>AIRPORT DIVISION</b>									
1. ARFF Police Uniform Patches	210		210						
2. Letterhead & Envelopes		As depleted	As depleted	As depleted	As depleted				No impact expected.
3. Business Cards		As depleted	As depleted	As depleted	As depleted				No impact expected.
4. Publications		As updated	As updated	As updated	As updated				No impact expected.
5. ARFF Vehicle Logos	13	Yes	13						
6. ARFF Fire Fighting Apparatus (Fire Trucks)	2	Yes	2						
7. Heavy Equipment (Tractors, Constr. Equipment, Snow)	15	Yes	2	1	2	2	2		
8. Heavy Duty Trucks, Sweepers, Dump Trucks, Utility trucks	28	Yes	2	5	7	7	7		
9. Other Airport Vehicles	40	Yes	10	10	10	10	10		
10. Small Equipment	10	no	5	5					
11. Doors for terminal and maintenance shop	20	no	5	5					
12. Facilities Signage									
<b>ROAD SERVICES DIVISION</b>									
<b>1. Signage</b>									
Maintenance Facilities Glass Door Decals	10	No	4	3	3				
Maintenance Facilities Entrance Signs	11	No	4	3	4				
Maintenance Facilities Wall Graphics	16	No	6	5	5				
Adopt-A-Road Signs	400	No	134	134	132				
CIP Construction Project Sign Decals	40	No	14	13	13				
"Welcome to KC" Sign Decals	13	No	5	4	4				
<b>2. Safety Equipment</b>									
Construction Hard Hats Decals	400	As Needed	134	133	133				
Rain Jackets w/ Silk Screened Logo	300	As Needed	100	100	100				
<b>3. Stationary</b>									
Letterhead		As Needed	X	X					
Business Cards		As Needed	X	X					
Forms		As Needed	X	X					
<b>4. Informational Brochures</b>									
"Need Something Done on Your KC Road"	10,000	Yes, annually	X	X					
"Safety Tips To and From School"	30,000	Yes, annually	X	X					

The implementation approach of the Fleet Administration Division will replace exterior vehicle logos (decals) using the five-year cost estimate submitted to council in order to minimize costs. Vehicle exterior logos (decals) will be replaced on vehicles using their normal replacement schedule. Vehicles to be replaced after 2011, will have their logo decals replaced within this five-year phase in period.

King County International Airport's implementation will initially focus on the essential ARFF public safety required changes. Additionally in 2007, KCIA will implement some additional logo changes on signage and equipment with public exposure. During 2008-2011, KCIA will implement logo updates on other equipment during scheduled equipment maintenance.

The Metro Transit Division projected implementation for the next five years will concentrate on transit fleet, operator uniforms, signage, printed information and metro online. It is also projected that Transit revenue and non-revenue vehicles, uniforms and signage will take longer than the 5-year timeframe due to Transit's lengthy schedule for replacement and/or upgrades.

Metro Transit's signage system is currently replaced only if damaged or if there are changes to the information. However, if the proposal to update Metro's signage system is approved, then a majority of the customer signage will be updated within the 5-year period.

As for uniforms, operators receive an annual allowance to purchase approved clothing items, and can own from 10-20 items each. While it's conceivable that over a 5-year period many items will be replaced due to wear, there still are certain items such as jackets or sweaters that could last much longer and would continue to be in the public eye after the five year transition period. It is estimated that around 10% of the total items purchased prior to the logo implementation may still be out there after 5 years.

The Road Services Division is concentrating on a three year implementation plan focusing on public and facility signage. In addition, replacement safety equipment used by Road Maintenance staff that displays the King County logo, will be phased over the next three years, but could be replaced sooner due to wear and tear on the items.

**KING COUNTY, WASHINGTON**  
New County Logo Phase-In Schedule

Department: OIRM  
Prepared by: Sabra Schneider  
Title:  
Date: 12/20/2006

Item	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year					Comments
			2007	2008	2009	2010	2011	
<b>Implementation of Walling</b>								
website banner, public facing (approx 90%)	60,000	No	X					
website about the new logo	20	No	X					
signs for logo events	?	No	X					
business cards	?	No	X	X				Replaced as existing stock runs out
digital news templates	10	No	X					
letterhead	?	No	X					Replaced as existing stock runs out
<b>Rest of 2007 and Ongoing</b>								
mainframe forms		No	X					
attendance forms		No	X					Replaced as existing stock runs out
vacation request forms		No	X					Replaced as existing stock runs out
misc dept forms		No	X					Replaced as existing stock runs out
department signs		No	X					
ecommerce applications		No	X					
Elixir/VIPP - Financial forms		No	X					
website banner, internal sites	5000	No	X	X				electronic file template for A/R will have to be modified
print shop materials		No	X	X	X			will assist agency reps with logo swap on sites not directly controlled by OIRM as they are ordered materials will be redesigned and reprinted with the new logo
Oracle RightFax Purchase Orders		No	X					
Booking and Referral Filing System		No	X					
Jail Inmate Lookup Service		No	X					
I-Net stickers on I-Net site equipment	500	No		X				may or may not have to be replaced
SMT Suite front door sign replacement	1	No		X				
Oracle: Accounts Payable	1	No		X				
AIRS Invoices and Delinquency Notices		No		X				
BUC: Warrants		No		X				
<b>Will not be replaced</b>								
On any legacy documents, word files, excel files, powerpoint, PDF etc. These might reside on internet servers, intranet servers, file servers or desktops								

## KING COUNTY, WASHINGTON New County Logo Phase-In Schedule

Department: OIRM  
Prepared by: Sabra Schneider  
Title:  
Date: 12/20/2006

This document outlines the plans OIRM is making for implementing the new logo on the King County web site, online applications, business cards, letterhead, forms, signs and additional materials with the current crown. Most printed items will be replaced either on their standard replacement cycle, or phased-in over a period of one to five years as new documents are ordered.

### Project scope:

#### In scope:

- The scope is limited to logo changes for the following:
  - The enterprise-wide banner for all sites that OIRM manages or maintains on the internet
  - The enterprise-wide banner for all sites that OIRM manages or maintains on the intranet
  - Online applications that OIRM manages or maintains
  - Forms that OIRM prints or designs
  - Mainframe print templates that OIRM maintains
  - Signs, brochures and design work performed by the Print Shop of OIRM
  - Business card and letterhead for OIRM employees
  - Development of external (internet) web site regarding the new logo
  - Development of internal (intranet) web site regarding implementation and use the new logo
  - Assisting agencies as OIRM staffing resources permit
  - Electronic templates for news releases and forms

#### Out of scope:

- The following items are not included in the logo project and are considered out of scope for OIRM:
    - Printed materials, signs, uniforms etc. developed and produced outside of the OIRM Print Shop.
    - Already published web sites, Microsoft Word, PDF, Excel, PowerPoint etc. documents that contain the retired logo. Such documents may reside in many places such as: Web, file servers, and on individual work stations.
    - Web sites managed by agencies, departments, divisions including DES, DOT, DNR, Health, Council, Sheriff, Courts, and other agencies except the OIRM maintained banner
- Timelines and Tasks

Below is an overview of tasks and timelines for OIRM staff that will help to ensure a successful launch and implementation of the new logo.

#### Upon council approval:

Pending council approval of the new logo, OIRM will be prepared with the following:

- New public website about the logo outlining the history, providing background, interviews, press information and a timeline of the process.
- New FAQ on the county intranet with information regarding implementation to help county staff
- Immediate change of many of the crowns that appear in the top bar of King County web sites. We expect to be able to change approximately 60% of the enterprise headers on the day council approves. This will include the home page, top level portal pages, executive site, news sites, and most template-based web sites. It may not include sites with unique designs such as employees and transit
- Signs to be used at the logo unveiling events
- Letterhead and business cards will be ready for agencies to order

#### The rest of 2007 and ongoing:

- Official King County logo use standards and guidelines documents, upon delivery from vendor
- New logo on agency forms as ordered for reprinting
- Change the crown on the enterprise banner throughout the King County Web site and assist agency efforts in updating the logo, as needed and staffing levels permit
- As routine maintenance is completed on Web based applications, including e-commerce applications, the logo will be updated.
- Develop templates for email based news releases for the Executive Office and other agencies that OIRM supports
- Maintain King County logo use standards and guidelines documents
- The OIRM print shop will encourage agencies to replace stationary, business cards and standard county forms with forms containing the new logo as current stock is used and new orders are placed for replenishment
- Replace OIRM signage upon moving to the New County Office Building
- Encourage and assist agencies to complete logo replacement on their internet sites
- Update the King County intranet enterprise-wide banner to the new logo on pages maintained by OIRM and encourage agencies to update their pages (emphasis will be on public facing site, initially)

**KING COUNTY, WASHINGTON**  
New County Logo Phase-In Schedule

Department: *Human Resources Division, DES*  
Prepared by: *Christine Hogue*  
Title: *HR Communications Program Manager*  
Date: *1/12/2007*

		Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year					Comments
Number of Items	Item on a Replacement Schedule?	2007	2008	2009	2010	2011	
	HRD letterhead stationary	X	X				replaced as needed
	HRD letterhead envelopes	X	X				replaced as needed
	Staff business cards	X	X				replaced as needed
1	HRD lobby sign - metal, wall	X					
1	HRD lobby sign - door	X					
1	Yesler 5th floor lobby sign	X					
	HR forms**	X	X				** Most HR forms are electronic
<b>Alternative Dispute Resolution</b>							
	KC ADR Program Folder	No	X				Late 2008
	ILCRG Folder	No	X				Late 2008
	What is Mediation brochure	No	X				Late 2008
	Med-Arb Process brochure	No	X				Oct-07
	ILCRG Reduce the Cost of Conflict brochure	No	X				Oct-07
	Thank You notes	No		X			
	What is Mediation---Resolving Citizen Complaints brochure	No	X				Oct-07
	Resolving Conflict Pocket Guide	No	X				Early 2008
	ADR internet site	No	X				
	Conflict at Work poster(may never be reprinted)	No					
<b>Training &amp; Organization Development</b>							
<b>EAP Section</b>							
	EAP Brochure	No	X				
	Client Intake Form	No	X				
	EAP letterhead stationary	No	X				1 version
	EAP letterhead envelopes	No	X				1 version
	Statement of Understanding	No	X				
	Consent to Release Confidential Info	No	X				
	EAP internet site	No	X				
<b>Training &amp; Development Section</b>							
	Participant Workbooks	No	X				40 versions
	T&D letterhead envelopes	No	X				2 versions
	T&D intranet site	No	X				
	Public Folders forms						
	Training Request Form	No	X				1 version
	Consultant Selection Form	No	X				1 version
	Class Evaluation Form	No	X				1 version
	Consultant Evaluation Form	No	X				1 version
	Library Borrowing Agreement	No	X				1 version
	T&D electronic letterhead	No	X				1 version

**KING COUNTY, WASHINGTON**  
**New County Logo Phase-In Schedule**

Department: *Human Resources Division, DES*  
 Prepared by: *Christine Hogue*  
 Title: *HR Communications Program Manager*  
 Date: *1/12/2007*

	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year					Comments
			2007	2008	2009	2010	2011	
<b>Quality Assurance</b>								
Electronic letterhead		No	X					
<b>Technology</b>								
HR data repository (web-based application)		No	X					
Change management database (web-based application)		No	X					
Task tracking database (web-based application)		No	X					
BOW (web-based application)		No	X					
<b>Labor Relations</b>								
LR letterhead stationary		No	X					
<b>Health Reform Initiative &amp; Benefits</b>								
Logo used on per-project basis		No	X	X				
<b>Class/Comp</b>								
**documents are mostly electronic								
Classification Specifications		Yes	X	X				
PDQ's		No	X					
Classification Analysis		No	X					
Department Notifications		No	X					
Employee Notifications		No	X					
Appeal Receipt		No	X					
Speedy PD's		No	X					
Class Studies		No	X					
Class/Comp Recommendations		No	X					
Salary Surveys		No	X					
General Correspondence		No	X					
Notification by HR Director		No	X					
Records Transmittal-Archive		No	X					
Document Tracking Form		No	X					
Job Announcement-Analyst		No	X					
FLSA documents/templates		No	X					
Fiscal Note		No	X					
<b>Diversity</b>								
Diversity Services Management Section communications		No	X					replace as needed
Paper information brochures, and training materials		No	X					replace as needed
<b>Safety &amp; Claims</b>								



**KING COUNTY, WASHINGTON**  
 New County Logo Phase-In Schedule

Department: *Human Resources Division, DES*  
 Prepared by: *Christine Hogue*  
 Title: *HR Communications Program Manager*  
 Date: *1/12/2007*

	Number of Items	Item on a Replacement Schedule?	Anticipated Phase-In Schedule. Number of items to be replaced or re-branded per year					Comments
			2007	2008	2009	2010	2011	
Workers Compensation Injury Packets	3000	No	1500	1500				
Disability Program Informational materials	1000	No	X					
Numerous electronic forms		No	X					
<b>Support Services</b>								
<b>Communications</b>								
Logo used on per-project basis		No	X	X				
<b>Administrative Support</b>								
Legal notifications poster	500	No	X					
Service award certificates		No	X				(replace cover)	
Service award envelopes		No	X					





OFFICE OF THE PROSECUTING ATTORNEY  
KING COUNTY, WASHINGTON  
CIVIL DIVISION

Norm Maleng  
Prosecuting Attorney

W400 King County Courthouse  
516 Third Avenue  
Seattle, Washington 98104  
(206) 296-9015  
FAX (206) 296-0191

6 March 2007

**MEMORANDUM**

TO: The Honorable Ron Sims, King County Executive

FROM: Thomas Kuffel, Sr. Deputy Prosecuting Attorney

SUBJECT: Communications with the Licensing Company for the King Estate and King Center

As you know, in honor of the memory of the Rev. Dr. Martin Luther King, Ordinance 15378 establishes the likeness of Dr. King as the new official logo for King County. Section 4 of the ordinance directs the executive to prepare graphics standards to implement the new official logo, including the selected design of Dr. King's likeness and guidelines and procedures for the use of the logo for official county purposes. Section 4 also directs the executive to provide a report on the executive's efforts to work with the King Center and Dr. King's estate to obtain feedback on the standards, to address the concerns, if any, of the King Center and King Estate, and to discuss possible licensing for the use of the logo for commercial and fundraising purposes, which are currently prohibited under the ordinance.

At your request, I have been in regular contact with the licensing coordinator at Intellectual Property Management ("IPM"), the company responsible for administering all licensing matters on behalf of the King Center and Dr. King's estate. Pursuant to Section 4, the County has provided IPM with a copy of Ordinance 15378, draft guidelines defining the permitted and unpermitted uses of the new logo, and links to County websites as illustrative examples of future uses of the new logo, including websites outlining sponsorship arrangements and events conducted within the Parks Department. At the licensing coordinator's request, IPM was also provided copies of the new logo in various formats.

Except for the ordinance, which was provided to IPM in April 2006, the foregoing materials were delivered to IPM in early December 2006, along with the request that IPM provide the County with its feedback on them, including any concerns it believes they may present. The licensing coordinator has forwarded the materials to upper management within IPM and the King Center, and certain members of the King family, all of whom sit on a "management team." IPM has also been informed about the process, plans and timing for unveiling the new County logo. My most recent telephone conversation last week with the licensing coordinator is that the management team has not provided any direction to her regarding the County's materials. With respect to the possibility of obtaining a license to use the logo for purposes currently prohibited under the ordinance, I was informed that the County would need to submit specific requests to IPM for consideration on a case-by-case basis.

Prosecuting Attorney  
King County

Hon. Ron Sims  
6 March 2007  
Page 2

If I receive any further communications from IPM on this matter, I will be sure to inform you and your staff.



**King County**

February 16, 2007

Martin Luther King, III  
The King Center  
449 Auburn Avenue, NE  
Atlanta, GA 30312

Dear Mr. King:

As you know, we are proud to be Martin Luther King Jr. County, the only county in the nation to choose your father as its namesake. We invite you and your family to join us Sunday, March 11, 2007 at a community celebration as we conclude the 20-year effort to adopt a name and logo that reflects the values of King County government and its citizens.

We would be honored if you and your family can join us to help unveil King County's new logo: an original graphic image of your father, who has become a universal icon for justice, equality and peace. We expect national media coverage as on the next day, the County Council formally votes on the new logo, which we first shared with your family's foundation last December.

The unveiling will be in the same Seattle neighborhood where your father led a civil rights march in 1961. The Rev. Samuel McKinney, Pastor Emeritus of Mt. Zion Baptist Church, who marched with him, will host the logo unveiling at his church. We expect thousands to gather to celebrate the change at this first public viewing of the new logo.

The new logo was created by Tony Gable Design Group, a nationally prominent local company chosen out of 29 applicants from across the nation. The number of applicants for this job set a record for King County design contracts. The nearly year-long design process involved community leaders, citizens and county employees.

We are a forward-thinking, diverse and inclusive community that embodies the values and legacy of your father. We strive to be the model that your father dreamed of. The county seat is in Seattle and we are home to such world business leaders as Microsoft, Boeing and Starbucks. Soon, we'll be the only government with the Reverend Dr. King at its symbol.

Martin Luther King, III  
February 16, 2007  
Page 2

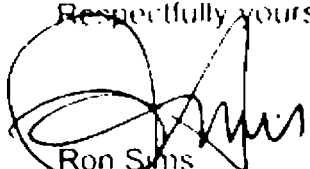
The new logo was initiated by a vote of the County Council in February 2006. It will replace a gold crown that has been used as the county logo for decades. King County was created in 1852 as part of Oregon Territory and named after William Rufus de Vane King, the short-lived vice president to President Franklin Pierce, who was a slave owner and strong supporter of the Fugitive Slave Act.

It took a grassroots community effort spanning six years to get the State Legislature to vote in 2005 to recognize the 1986 renaming of King County to Martin Luther King Jr. County. Once the governor signed the legislation, it opened the door to create an image more symbolic of the county's new namesake and values.

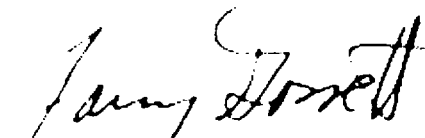
We would be humbled to have you and other members of your family join us in this historic moment that will speak to the universal legacy of your father's work. We are also extending an invitation to Congressman Jim Lewis, who is enthusiastic about our efforts.

Please let us know as soon as possible if you and others can join us. We can work out the logistics once we know how many can come to Seattle. Our phone numbers are: Executive Sims 206-296-4054; Council Chair Gossett 206-296-1002. Thank you.

Respectfully yours,



Ron Sims  
King County Executive



Jim Gossett  
Chair, Metropolitan King County Council



**King County**

March 1, 2007

Martin Luther King, III  
The King Center  
449 Auburn Avenue, NE  
Atlanta, GA 30312

Dear Mr. King:

I am following up on our previous communications to keep you apprised of our activities as we prepare to unveil the new Martin Luther King Jr. logo for your father's namesake King County, Washington.

As mentioned in an earlier invitation, we hope you and your family will be able to join us Sunday, March 11, 2007 at the community celebration concluding the 20-year effort to replace our gold crown logo and adopt a namesake and logo that reflect the values of King County government and its citizens – values we believe your father embodied.

The unveiling event will take place at 2 p.m. at Mt. Zion Church with Pastor Emeritus Samuel McKinney, who invited your father to speak and lead a civil rights march in Seattle in 1961. The two first became friends while attending Morehouse together as undergrads. We expect thousands to gather to celebrate the change at this first public viewing of the new logo.

The next day, Monday, March 12, 2007, the King County Council will meet in its Committee of the Whole at 9:30 a.m. on the 10<sup>th</sup> floor of the King County Courthouse Chambers to discuss and possibly act on the official logo legislation. That afternoon, the final vote will be held at the King County Council at 1:30 p.m.

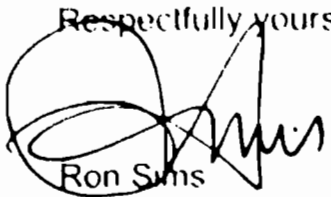
We look forward to you joining us, the community, and the local, state and civic leaders who worked on this effort to change King County's identity to one that truly represents the values and qualities of its people and leaders.



Martin Luther King, III  
March 1, 2007  
Page 2

Please let us know if we can provide any additional information or assistance. Our phone numbers are: Executive Sims 206-296-4054; Council Chair Gossett 206-296-1002. Thank you.

Respectfully yours,



Ron Sims  
King County Executive



Larry Gossett  
Chair, Metropolitan King County Council



**King County**

**Ron Sims**

King County Executive

**Chronology of voice and e-mail contacts with King Center Communications Staff**

Friday, 2/16 – Made e-mail request and sent formal letter inviting MLK III to attend the community celebration. Also e-mailed King Center Communication staff.

Tuesday, 2/27 – 2<sup>nd</sup> e-mail contact with King Center Communications Team.

Wednesday, 2/28 – Made two phone calls to Mayor of Atlanta's office to request assistance locating King Center "inside" phone numbers.

Wednesday, 2/28 – Made two phone calls to King Center main number, spoke with reception. Connected with King Center Communications staffer Steve Klein's voicemail. Left voicemail message requesting opportunity to brief him on our planned communications rollout so that they would be prepared for anticipated national media calls.

Thursday, 3/1 morning – Phone Call/left message with Steve Klein reiterating message.

Thursday, 3/1 afternoon – Received return phone call from Steve Klein. Expressed appreciation for call, outlined logo history and developments. He said he had already received earlier information packets about this that we sent and found it a very interesting development: he believes we are first municipality in the country to do this.

Requested a quote or acknowledgement of this momentous occasion from the family to include in the national media materials. He said he would attempt to get one and would call back.

Friday, 3/2 – E-mailed second e-mail and formal hardcopy invitation to MLK III with signatures.

Friday, 3/2 – When no call was forthcoming by midday, made several calls to try to reach Mr. Klein but was unsuccessful.

**Jones, Natasha**

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**From:** Jones, Natasha  
**Sent:** Thursday, March 01, 2007 6:14 PM  
**To:** sklein@thekingcenter.org  
**Cc:** Duncan, Carolyn  
**Subject:** King County Logo rollout draft media release  
**Attachments:** LogoNationalMedia\_0207.doc

Hi Steve – it was wonderful to chat with you today. As I mentioned, we're preparing for both local and national media attention on the rollout of our new logo for King County, which is a newly-created image of Martin Luther King Jr., the namesake of King County, Washington.

I've attached our draft national media release and will send our updated national media rollout plan tomorrow. It would be great to be able to include a quote from the King Center or the family in this release or our post-event release to indicate they've weighed in on the new design. Would you be able to facilitate that by close of business tomorrow? We can also draft a quote for editing and approval if that would help. We're very excited about the new logo and would appreciate any assistance you can provide. More later! - Natasha

Natasha Jones  
Communications Manager  
King County Department of Executive Services  
Seattle, WA 98104  
206-296-4222

## Duncan, Carolyn

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**From:** Duncan, Carolyn  
**Sent:** Friday, February 16, 2007 5:47 PM  
**To:** communications@thekingcenter.org  
**Subject:** King County logo family invitation  
**Importance:** High  
**Attachments:** LogoKingFamilyInvitation.doc

Dear Communications Team,

The elected leaders of King County, Washington, invite Martin Luther King III to help unveil King County's new logo, an original graphic image of the Rev. Dr. Martin Luther King, Jr. The county adopted Dr. King as its namesake in 1986 instead the original 1852 namesake, William Rufus de Vane King, a slave owning Vice President and strong supporter of the Fugitive Slave Act.

The event is the afternoon of March 11, 2007 at Mount Zion Baptist Church, hosted by Revernd Samuel McKinney, pastor emeritus, who marched with Dr. King when he led a civil rights march in Seattle in 1962.

See attached letter inviting Mr. King and other members of the family who would like to attend this historic event. The letter includes the background on the 20 year effort to shed the original namesake and our gold crown logo. We have been coordinating this effort with your intellectual representatives.

Best Regards,

Carolyn Duncan  
Communications Director  
King County Executive Ron Sims

206-296-4063

**Duncan, Carolyn**

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**From:** Duncan, Carolyn  
**Sent:** Friday, February 16, 2007 12:19 PM  
**To:** communications@thekingcenter.org  
**Subject:** MLK Logo in King County Washington  
**Importance:** High

Hello,

I would like to coordinate our planned media relations for the March 11, 2007 unveiling of a new logo for King County, Washington. The new logo is an original graphic image of Martin Luther King Jr, our namesake. We expect local and national coverage and want to let you know our plans and key messages.

Our county is known for excellence in government and innovations and is a national model for health care reform, climate change, use of technology, criminal justice reforms and ending homelessness and poverty. Our Executive believes our inclusive community and its values are those that the late Dr. King envisioned for all of America.

King County is home to Seattle, Microsoft, Boeing and Starbucks and was originally named in 1852 after William Rufus de Vane King, a slave owning U.S. Vice President from Selma, Alabama. History notes he was a strong supporter of the Fugitive Slave Act. In 1986 we passed legislation to change our namesake to Martin Luther King Jr. as a person who is representative of the values of our people and our government. Last year our County Council voted to replace our logo (a gold crown) to an original image of Rev. Dr. Martin Luther King Jr. to convey more accurately our name and values.

We have been working with the The King Center's intellectual property representative throughout the year long process to hire a designer and design a new logo. We delivered a copy of the logo to your intellectual property representative in December 2006. Now it is time to unveil the logo and begin using it as a symbol of King County government.

We are planning a community event at Mount Zion Baptist Church in Seattle with Reverend Samuel McKinney who marched with MLK in Seattle during Dr. King's only visit to Seattle. We are inviting King family members and other civil rights leaders as well as the local, state and civic leaders who worked on the 20 year effort to change King County's identity to one that truly represents the values and quality of its people and leaders.

Please contact me and I'll give you more details. Also, see links to our home page and to news releases about the logo change and the designer selection.

[http://www.metrokc.gov/council/news/2006/0206/MLK\\_Logo.htm](http://www.metrokc.gov/council/news/2006/0206/MLK_Logo.htm)

<http://www.metrokc.gov/exec/news/2006/1004logo.aspx>

<http://www.metrokc.gov/>

Carolyn Duncan  
Communications Director  
King County Executive  
Ron Sims

**Duncan, Carolyn**

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**From:** Duncan, Carolyn  
**Sent:** Tuesday, February 27, 2007 12:36 PM  
**To:** communications@thekingcenter.org  
**Subject:** MLK Logo unveiled March 11

Dear Communications Team:

I hope you have received my previous e-mail requesting a call from someone on your media relations team so we can coordinate expected national news coverage of our our new King County logo. The logo is an original graphic image of Rev. Dr. Martin Luther King, Jr. and will replace our current logo, a gold crown. The unveiling of the new logo will be 2 p.m., Sun., March 11 at a community event in Mt. Zion Church, hosted by Pastor Emeritus Samuel McKinney who became friends with Dr. King when the two attended Morehouse College. It was Rev. McKinney's invitation that brought Dr. King to Seattle in 1961 to lead a civil rights march. The march became the only time Dr. visited Seattle. On March 12, the King County Council will be briefed on the logo change at 9:30 a.m. and is expected to vote on the logo at 1:30 p.m. that same afternoon.

We have invited members of the King Family, Congressman John Lewis, Atlanta Mayor Shirley Franklin, and Fulton County Commission Chairman John John Eaves to join Washington state and local elected leaders for this historic event. We are contacting Atlanta and national media about the upcoming event and council vote. I would be happy to send you our communications plan.

As I shared with you in my previous request, the new logo is the culmination of a 20-year effort to change King County's identity. First, the county's namesake was changed by the King County Council to Rev. Dr. King in 1986 replacing its original namesake, a 19th Century U.S. vice president who was a strong supporter of the Fugitive Slave Act, William Rufus de Vane King. In 2005, after a six-year grassroots effort, the state legislature finally approved the change of King County's namesake, opening the way to change the logo to a symbol reflective of the values of the government and its citizens. Our designer sent the new logo to the King Family intellectual property representative December 11, 2006.

It is our hope the Martin Luther King III and other members of the family can join us celebrate this historic occasion.

Please call as soon as possible or send me the number of someone I can contact.

Sincerely,

Carolyn Duncan  
Communications Director  
King County Executive Ron Sims  
206-296-4063 office  
206-291-5652 cell

March 8, 2007

The Honorable Larry Gossett, Chair  
Metropolitan King County Council  
Room 1200  
C O U R T H O U S E

Dear Councilmember Gossett:

I am proud and honored to transmit the required attachments and details that will allow the County Council to adopt the historic ordinance “To establish the official symbol of King County to be the likeness of the Rev. Dr. Martin Luther King, Jr.” This transmittal puts in place the final pieces necessary to create a new logo to represent King County. This logo culminates the 20-year effort to rename the county in honor of Martin Luther King, Jr. and create a logo that reflects the values of our government and its residents. This letter summarizes the actions we have taken to comply with Ordinance 15378 to ensure the successful creation and implementation of the new county logo.

Dr. King is a universal icon for equality, justice and peace whose legacy to this nation and the world transcends race, but honoring him in this way is making history. Many communities have honored King’s legacy by naming buildings, streets and schools after him. We believe we are the only government to choose the Nobel Laureate and civil rights leader for its namesake and logo. Those who have seen the logo are unanimous in the feeling that the new logo is beautifully done and is a logo that we can be proud of as the symbol of our government.

***Background on King County Namesake and Logo***

Our efforts date back to February 24, 1986, where Bruce Laing and I sponsored Motion No. 6461 recognizing the accomplishments of Reverend Dr. Martin Luther King, Jr. and renaming King County in his honor. That motion was adopted by a 5-4 vote at the King County Council. The courageous and foresighted “yes” votes were Laing, myself, Cynthia Sullivan, Audrey Grueger and Bob Greive. Senator George Fleming worked to get the needed state approval of the name change, but it was not given until a six-year long grassroots effort led by Senator Adam Kline and Representative Eric Pettigrew resulted in legislative approval in 2005. On April 19, 2005, Governor Christine Gregoire signed Senate Bill 5332 into law at the King County Courthouse in a joyous signing ceremony.

Finally, on February 28, 2006, Ordinance 15378, sponsored by both yourself and Councilmember Larry Phillips, was passed to establish the official symbol of King County to be the likeness of the Reverend Dr. Martin Luther King, Jr.

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Community members and state and local elected leaders contributed to this amazing achievement. With County Council approval, King County will put aside the gold crown logo and be represented by a symbol that reflects the core values of who we are as a county – values such as integrity, justice, equality and diversity that Dr. King embodied throughout his life.

### *Details of King County Logo Design Process*

Since Ordinance 15378 was enacted, we have been in a comprehensive design process that has involved members of our community, county employees, and separately elected leaders. 4Culture was hired to solicit applicants for the design contract, manage the hiring process and coordinate design process. I am proud to share with you that the bidding process for the King County logo design received the highest number of submittals for any design contract in county history. Top national, regional, and local firms competed for this historic project. Our selection committee included community artists, top local graphic designers, as well as department representatives and elected leaders.

The selection committee awarded the contract to a highly regarded local firm, Tony Gable Design and his subcontractors, Vivian Phillips and Sharon Maeda. Prior to beginning the project, Gable Design held focus groups with employees to understand the values that they regard as defining the true meaning of public service. Focus groups with community leaders and graphic designers also provided insight.

The process also included an analysis of King County's logo and development of guidelines to ensure consistent use of the new logo. The new logo, like the current crown logo, will not be used for commercial purposes. We have also worked with the county's graphic design, Internet and KCTV technical staff about potential applications and uses. It has truly been a collaborative effort to create a logo that will be functional in business applications as well as be representative of our government's values.

In addition to your personal contact with members of the King Family, Deputy Prosecutor Tom Kuffel has been in regular contact with representatives of the family. We delivered copies of the logo in various formats to the family in early December 2006. We have kept them informed of the process, the use guidelines and plans for unveiling the logo. We have invited family members to join us at a community celebration for the official unveiling of the logo.

Our initial use of the logo will begin immediately upon council approval. As required, attached are detailed implementation plans for the departments as well as the sheriff, the courts and the prosecutor. You will also find attached the revised Graphic Standards & Guidelines and the Quick Reference Guide that will help county staff with the initial use of the new logo. Both will be available online immediately after passage. Additionally, training sessions are being scheduled to refresh employees on King County graphic standards.

As directed by council, we will have a phased-in, low cost implementation over the next five years. For a period of time, both logos will be used. Current supplies such as letterhead or business cards with the crown logo will be used until they run out or need to be replaced. However, in anticipation of this change, departments have delayed making large orders of supplies, uniforms and signage with the old gold crown in anticipation of approval of a new



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logo. For most departments, the initial phase will include the new logo used on stationary and business cards as supplies run out. Upon your vote, we will immediately transition to the new logo on King County Television, on the top pages of our Web site and on all media and outreach materials. Metro Transit will immediately begin ordering new driver uniforms with the new logo and parks will finish new trail kiosks.

Throughout the process, people have eagerly expressed their excitement and support of our logo change. I would like to thank you for all your efforts on this remarkable, historic achievement. It is a milestone that we should all be proud of. I believe this change we are making will generate national media interest as we continue to demonstrate our dedication to excellence.

Sincerely,

Ron Sims

King County Executive

cc: King County Councilmembers

ATTN: Ross Baker, Chief of Staff

Shelley Sutton, Policy Staff Director

Anne Noris, Clerk of the Council

Kurt Triplett, Chief of Staff, Office of the King County Executive (OKCE)

Sheryl Whitney, Assistant County Executive, OKCE

De'Sean Quinn, Council Relations Director, OKCE

Bengie Santos, Community Relations Manager, OKCE

Carolyn Duncan, Communications Director, OKCE