

RESOLUTION NO:

**RESOLUTION OF THE CITY OF PFLUGERVILLE, TEXAS APPROVING A LOGO
FOR DOWNTOWN PFLUGERVILLE**

WHEREAS, the City of Pflugerville has developed a comprehensive vision to enhance and promote Downtown Pflugerville as a thriving, welcoming, and distinct destination for residents, visitors, and businesses; and

WHEREAS, the Downtown East project aims to be a vibrant economic and social extension of Pflugerville's downtown, providing essential facilities to sustain high-quality community services for generations; and

WHEREAS, a unique and recognizable logo for all of Downtown Pflugerville is integral to reinforcing this vision, strengthening Downtown Pflugerville's identity, and enhancing marketing and branding efforts; and

WHEREAS, to unify and strengthen the identity of Downtown Pflugerville a logo was crafted to embody Downtown Pflugerville's heritage, blossoming future, and diverse experiences; and

WHEREAS, the City Council now finds it appropriate to establish a logo for Downtown Pflugerville.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PFLUGERVILLE, TEXAS:

SECTION 1. Attachment A shall be the official logo for Downtown Pflugerville, Texas.

SECTION 2. Attachment B are acceptable variations of the official logo for use at the discretion of the City Manager.

PASSED AND APPROVED this 12 day of November, 2024.

Victor Gonzales, Mayor

ATTEST:

Trista Evans, City Secretary

Attachment A



Attachment B

