



CITY OF CORPUS CHRISTI

City Logo Update

History of City Seal & Logo





CITY OF CORPUS CHRISTI

CITY SEAL

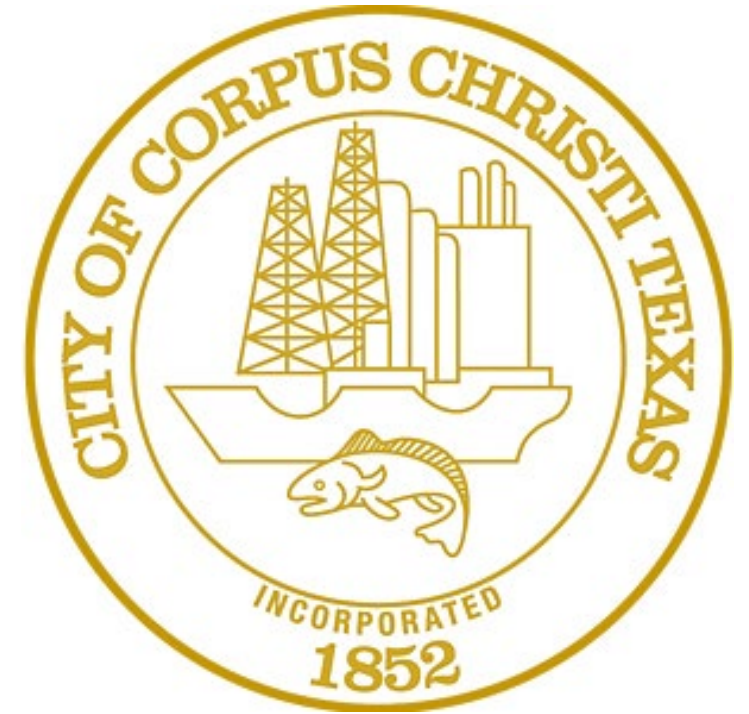
The Seal of the City of Corpus Christi has been an important part of the City Government since its adoption in 1952.



CITY OF CORPUS CHRISTI

CITY SEAL

- The City Seal is used in a formal context only and is reserved for use by the Mayor, City Council, and City Manager.
- In 1952, to commemorate the City's 100th anniversary, a City Seal contest was conducted throughout area junior and senior high schools. Miss Mary Lynn Humble, a student of W.B. Ray High School, was declared the winner of a design contest.





CITY OF CORPUS CHRISTI

CITY LOGO

The City logo is a unique graphic mark that visually represents a municipality's identity. It's important because it builds **civic pride** among residents and serves as a vital **branding tool**.



CITY OF CORPUS CHRISTI

CITY LOGO

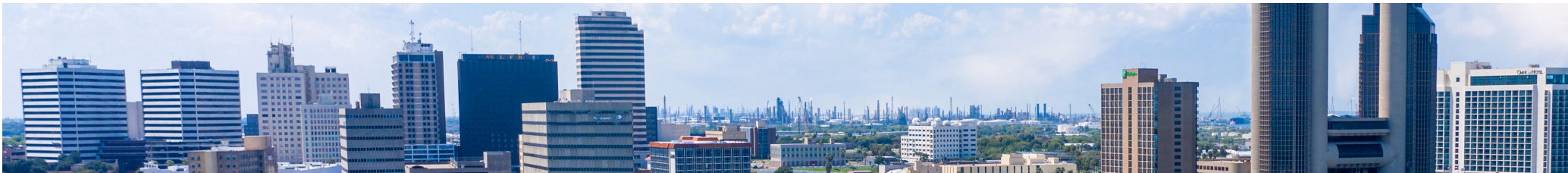
- The City Logo was created in 2002 for the City's 150th Anniversary Celebration.
- In 2002, the creation of the logo was outsourced to a third party and has been used ever since.
- The City has substantial “brand equity” in the logo, as it has been used widely and publicly for over 20 years.



CITY OF CORPUS CHRISTI

UPDATED CITY LOGO

- The City Logo has been updated:
 - Include the new Harbor Bridge.
 - The Mirador has been updated to correct the drawing.
 - Minor graphic improvements have been made to improve legibility, such as straightening lines, etc.







THANK YOU!

