

# INDIAN WELLS CITY COUNCIL

## November 6, 2025



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**To:** City Council  
**From:** City Manager Department  
**Prepared by:** Micaela Wilkey, Senior Management Analyst  
**Subject:** **Resolution Adopting the New Indian Wells City Seal**

### RECOMMENDED ACTIONS:

Council **ADOPTS** Resolution approving the New Indian Wells Logo as its Official Seal; and

**FINDS** the action exempt from California Environmental Quality Act (CEQA) review under Guidelines Section 15061(b)(3).

### DISCUSSION:

In alignment with the City Council's adopted Strategic Plan, a Branding Ad Hoc Committee was formed to evaluate and enhance the City Visual identity. Mayor Whitman and Councilmember Taylor were appointed to serve on the committee, which convened on July 1, 2025, and September 3, 2025, to review concepts.

Following the comprehensive process, the Committee recommended a new City Logo that better reflects enhanced visual appeal and modernizes the vision of Indian Wells. The proposed logo was formally presented to the full council at its October 16, 2025, Council Meeting, where it received unanimous approval (5-0 vote) for adoption. The Council also authorized that this new City Logo be adopted as the City's Official Seal (Exhibit A of the attached resolution).

As the original City Seal was approved by resolution, the City Council must adopt the new City Seal by resolution.

This initiative supports the Council's strategic goal of strengthening the City's brand identity and digital presence, as outlined during the Strategic Planning Session held on April 17, 2025.

## **CITY COUNCIL STRATEGIC GOAL:**

The Branding Ad Hoc Committee was established pursuant to the Council's direction during the April 17, 2025, Strategic Planning Session. The adoption of a new City Seal Logo directly supports the Council's goal to enhance the City's brand identity and digital presence, ensuring it reflects the unique character and prestige of Indian Wells.

## **FISCAL IMPACT:**

There is no fiscal impact associated with the adoption of the resolution for the new City Seal Logo.

## **CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA):**

This action is not a project within the meaning of Section 15378 of the California Environmental Quality Act (CEQA) Guidelines, because it has no potential for resulting in physical change in the environment, directly or indirectly; and that action is nonetheless exempt from the requirements of CEQA in that the activity is covered by the general rule that CEQA applies only to projects that have the potential for causing a significant effect on the environment. (15061(b)(3).)

## **ATTACHMENTS:**

1. Resolution