

CITY OF WINCHESTER, VIRGINIA

PROPOSED CITY COUNCIL AGENDA ITEM

CITY COUNCIL MEETING OF: 7/14/15 (Work Session)

CUT OFF DATE: 07/8/15

RESOLUTION ___ ORDINANCE ___ PUBLIC HEARING ___

ITEM TITLE:

Presentation: Overview of the City Seal, Flag, and Logo

STAFF RECOMMENDATION:

None. Presentation previewed at 7-8-15 Sr. Management Team meeting

PUBLIC NOTICE AND HEARING:

None

ADVISORY BOARD RECOMMENDATION:

None

FUNDING DATA: N/A

INSURANCE: N/A

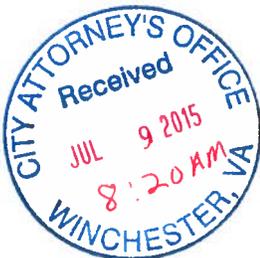
The initiating Department Director will place below, in sequence of transmittal, the names of each department that must initial their review in order for this item to be placed on the City Council agenda.

<u>DEPARTMENT</u>	<u>INITIALS FOR APPROVAL</u>	<u>INITIALS FOR DISAPPROVAL</u>	<u>DATE</u>
1. Public Information Officer	<i>As</i>		7/9/15
2. City Attorney	<i>aw</i>		7/9/2015
3. City Manager	<i>gs</i>		9 June 2015
4. Clerk of Council			

Initiating Department Director's Signature:
(Planning Dept)

[Handwritten Signature]

7/8/15

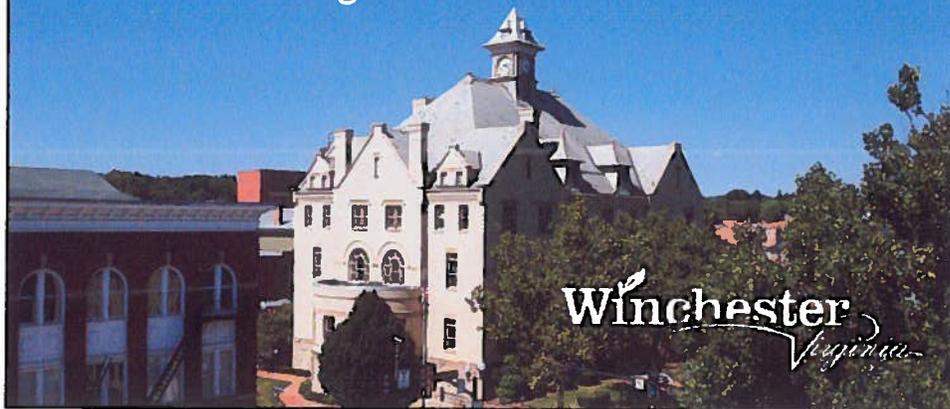


APPROVED AS TO FORM:

[Handwritten Signature]
7/9/2015
CITY ATTORNEY

City of Winchester

Overview of the Seal, the Logo,
and the Flag



SIGILLOGRAPHY- The Study of
Seals and emblems (also
Sphragistics)

VEXILLOLOGY- The Study of
Flags

[2]

City of Winchester Seal, Logo, and Flag



- Provisions in City Code
- Seal Meaning
- Seal Background
- Flag Meaning
- Flag Background
- Logo Meaning
- Logo Background
- Q&A

3

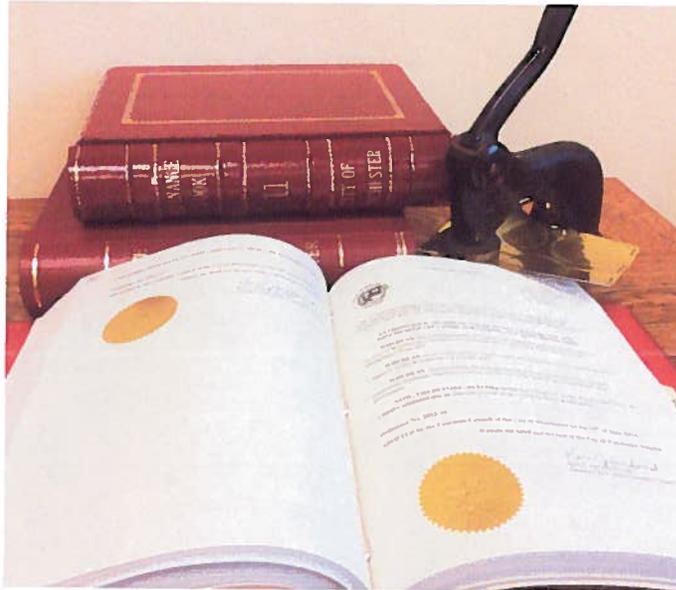
CITY CODE PROVISIONS

CHAPTER 2, ADMINISTRATION, ARTICLE I

- **SECTION 2-1. CITY SEAL—DESCRIBED**
 - City Charter reference—Authority to use a corporate seal, §1
- **SECTION 2.1-1. CITY LOGO – DESCRIBED**
- **SECTION 2-2. SAME--CUSTODIAN; USE**
 - *Council Clerk is custodian of Seal and Logo. Clerk shall affix Seal and/or Logo, to papers or documents as authorized by Council ordinance or resolution.*
- **SECTION 2-3. CITY FLAG.**
 - *“flag shall be the authorized and official and corporate flag of the City and shall be accepted and used as such”*

4

Ordinance & Resolution Seals



5

MEANING OF THE SEAL

Bust of Shawnee
Indian Warrior

Tobacco Pipe

British flag of the
period when
Virginia was a
Royal Colony

Flag of the
Commonwealth
of Virginia

Laurel – “Honor”
or “Victory”

Ivy Sprig –
“Remembrance”

Flag of the
Confederate
States of America

Three stars, three red
stripes, and two white
stripes of the flag of
the United States of
America”

Fare Fac - “Say it, Do it” – Lord Fairfax motto

1744 – year Col. Wood gave bond
to secure title to first lots in City

6

Seal Background

- **Original seal** (Borough of Winchester) used as early as 1820. Found on documents signed by Mayor Obed Waite. Included figure symbolic of Justice and Motto: "Let Justice Prevail."
- **Second seal** (early 20th Century) was a modification of the seal for the Commonwealth of Virginia
- **Current (3rd) seal** was adopted April 1, 1936
 - Designed by Flag and Seal Commission appointed by Council Vice President Peyton Marshal, to be completed by Apple Blossom 1936.
 - Commission Members: Judge Phillip Williams; John M. Steck; C.V. Eddy; Richard Griffith, Sr.; and L. Neill Woods.
 - "Design of the seal will represent the different governments under which Winchester has existed."

[7]

ALTERNATIVE DESIGNS



[8]

Seal Elements- Analysis



Coat of arms of Thomas Fairfax, 6th Lord Fairfax of Cameron, which was adapted into the official Seal of the County of Fairfax, Virginia



The 4 flags of the 'Governments to which the old town was successively subservient'

- Union Jack Flag- Virginia Colony of Great Britain: 1744-1776 (32 years)
- Virginia Flag - Commonwealth of VA in the USA: 1776-present (239 years)
- Confederate Battle Flag - Commonwealth of VA in the CSA: 1861-1865 (4 years)
- US Flag - Commonwealth of VA in the USA: 1776-1861 and 1865 - present (235 years)

Note: Reconstruction in VA actually began in 1863 and VA readmitted to Congress on January 26, 1870

Note: 'City' of Winchester was chartered in 1874, so the 'City' has only been 'subservient' to Commonwealth of VA in the USA.

[11]

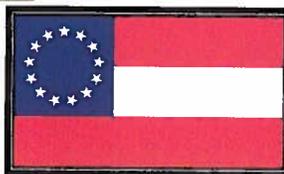
Confederate Flags- Winchester



City-owned property- Stonewall Jackson Museum (Jackson's Winter HQ 1861-1862)

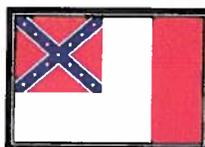
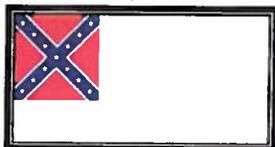
Note: Stonewall Jackson died May 10, 1863

Original Official Flags of CSA ("Stars & Bars") 1861-1863 with varying # of stars



Note: Battle Flag (Flag of the Army of Northern VA) was incorporated into latter flags of CSA on May 1, 1863 and March 4, 1865

"Stainless Banner"

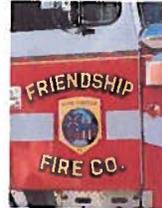
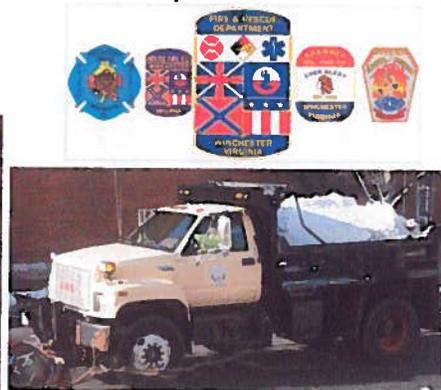
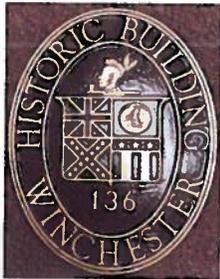


"Blood-stained Banner"

[12]

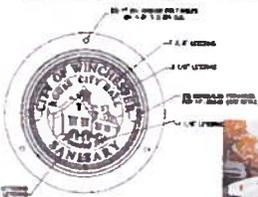
Use of Seal or Parts Thereof

- Ordinances & Resolutions
- Financial Reports
- Business Cards
- Tax & Utility Bills
- Stationary
- Posters
- Patches
- Commemorative items
- Historic Plaques
- Lectern and City Vehicle decals
- Lapel Pins



13

Where City seal elements are not used

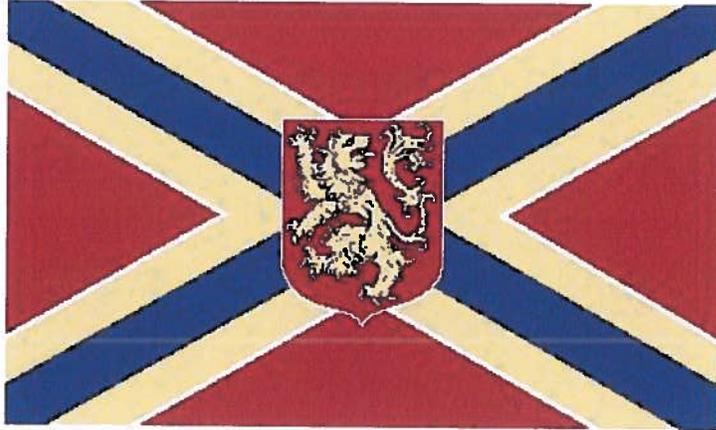


Rockin' Independence Eve



14

CITY OF WINCHESTER, VIRGINIA- OFFICIAL FLAG



Scarlet field with Saint Andrew's Cross and Norman Lion Regardant Crest at center

[15]

Flag Background

- Current flag was adopted April 1, 1936

Designed by Flag and Seal Commission appointed by Council V.P. Peyton Marshal, to be completed by Apple Blossom 1936.

Commission Members: Phillip Williams; John M. Steck; C.V. Eddy; Richard Griffith, Sr.; and L. Neill Woods.

"The Flag provides for a red background on which will be a St. Andrew's Cross, suggesting the Confederate Flag"

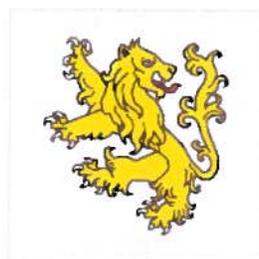
At the intersection of the arms of the cross, in the center of the flag will be a red shield...carrying the Norman Lion...a replica of one of the lions from the flag of Winchester, England."

[16]



[17]

Regardant Lion vs. Passant Guardant Lion (Leopard)



Lion regardant



Lion 'passant guardant'
or 'Léopard'



Attitude	Example
Passant	
Passant	
Stantant	
Sessant	
Sperrt	
Sperrt erect	
Couchant	
Dormant	

[18]

Flag Analysis



Coat of arms of Winchester



Flag in Mayor's Office, War Memorial in Jim Barnett Park and JJC- Incorrect Lion



1993 effort by Councilman Kern to replace Norman Lion with City Seal



[19]

The City Logo



[20]

Logo Background

- Current logo was adopted by Council on October 12, 2010. Codified one year later.
- Designed by City Branding consultant (High Rock) to City Economic Redevelopment Office in 2010.
- Consultant provided several new City logo options as part of agreement with EDA to create an economic development marketing plan.
- Current logo chosen by Communications Team and approved by Council.

[21]

Intent of Logo

- **Whereas**, the Common Council of the City of Winchester, Virginia recognizes the need to **effectively present the City of Winchester in a uniform positive manner to all of its various constituents:** and,
- **Whereas**, the said Council desires to **have a unified recognizable branding element in all of its marketing and outreach efforts;** and,
- **Now, therefore, BE IT RESOLVED** that the Common Council of the City of Winchester, Virginia, does hereby adopt the logo, and **direct the use of the said logo on all official city letterhead, business cards and all other print material displaying the logo when new print material is purchased or produced.**

(Resolution adopted October 12, 2010)

[22]

“The specific spacing, color, font and usage of the City Logo shall be in accordance with the Brand Identity Style Guide printed and published in year 2010.”

City Review of Seal & Flag

Mar & June 1993- Councilman Kern proposes flag revision to replace lion with seal

July 1993- Councilman Kern makes motion to keep current flag- unanimously approved

Nov 2001- City Treasurer Mark Garber disposes of \$3,000 worth of City car decals displaying City seal after receiving complaints from city residents

2003- Winchester, England Councilor Ray Love states that Winchester, VA seal is offensive

2004- Council President Gaynor states that he informally polled 6-7 councilors and was surprised to find that they were generally in favor of changing the seal

Mar 2006- Mayor Minor & President Gaynor note no proposal to change City seal in light of recent removal of Confederate flag from Amherst County, VA seal

