Tacoma Creates

Tacoma Creates – Logo Transition FREQUENTLY ASKED QUESTIONS

Tacoma Creates is the City of Tacoma's Cultural Access program.

Starting on July 1, 2026, all Tacoma Creates-funded organizations will be expected to use a new logo for funding acknowledgment, which is the City of Tacoma logo with the words "Tacoma Creates" next to it, as shown above. Here are some questions and answers about this logo transition. If you have a question that is not addressed here, please email it to tacomacreates@tacoma.gov, and we will update this FAQ document periodically.

Why is the Tacoma Creates logo being retired?
The Tacoma Creates logo is being retired as part of a citywide effort to move to a single City of Tacoma (COT) logo for programs and initiatives. Consistent use of the COT logo strengthens public recognition of City-funded work, improves transparency about how tax dollars are used, and helps residents clearly understand which programs are funded and administered by the COT.

What are the advantages of using the single COT logo rather than the combined COT/Tacoma Creates logo?
Using a single COT logo:

- Strengthens trust and credibility by clearly identifying City-funded programs
- Improves brand consistency and recognition across departments, programs, and platforms
- Reduces confusion about funding sources and program administration
- Helps residents connect individual programs back to the City as a whole, reinforcing accountability to taxpayers
- This approach works to ensure funding acknowledgment is clear, consistent, and transparent.

How was the decision made, and who made it?
The transition to a single COT logo was directed by the City Manager, Mayor, and City Council. It was approved as a citywide branding initiative in the summer of 2024 and designed to be implemented gradually over approximately a year and a half to allow departments and partners time to update materials.

I'm still seeing program logos being used for other work of the City. Does this change apply to all City programs and departments?
The City is transitioning all General Government programs and initiatives to use the single COT logo. Because the rollout was intentionally designed as a gradual process, some program logos may still appear on existing materials during the transition period. Over time, these will be

phased out as materials are updated. The exception to this transition is that the Tacoma Fire Department and Tacoma Police Department will continue to use their shield and badge.

How should we acknowledge funding from multiple COT departments and programs?
When multiple COT departments and programs are included as funding sources, the appropriate names will be formatted next to the COT logo in a stacked list (with names placed one above the other) to maintain readability and visual consistency. If your organization needs a version of the City of Tacoma logo that references multiple COT funding sources, please include that request in the Survey Monkey response form and/or email the request to tacomacreates@tacoma.gov and we will provide that for you.

If we have printed materials such as banners, signs, pamphlets, business cards, etc., that include the Tacoma Creates logo – do we need to update those immediately?
No. The City recognizes that organizations have existing printed materials. Updates are expected to occur over time, rather than immediately, to minimize disruption and unnecessary costs. New materials created on or after July 1, 2026, should follow the updated logo requirements.