

**ASSEMBLY CHAIR CONSTANT**

# **SELECTING A MUNICIPAL SEAL**

**AO 2025-135(S) ASSEMBLY WORKSESSION**

**[WWW.MUNI.ORG/ASSEMBLY](http://WWW.MUNI.ORG/ASSEMBLY)**



# Why are we here?

## The Assembly approved AR 2018-226 as amended in 2018

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Municipal Clerk's Office  
**Amended and Approved**  
Date: **August 28, 2018**

Submitted by: **Assembly Member Dyson,**  
**Assembly Chair Dunbar,** and  
Mayor Berkowitz  
For reading: July 31, 2018

**ANCHORAGE, ALASKA**  
**AR No. 2018-226, As Amended**

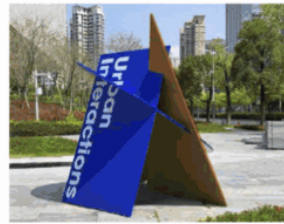
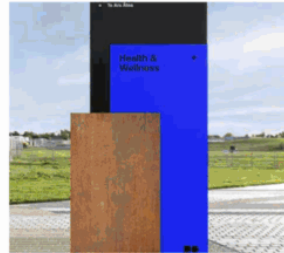
1 | **A RESOLUTION OF THE ANCHORAGE MUNICIPAL ASSEMBLY ESTABLISHING A**  
2 | **TASK FORCE TO DEVELOP AND PROPOSE AN IMPROVED OFFICIAL SEAL FOR**  
3 | **THE MUNICIPALITY OF ANCHORAGE.**  
4 | \_\_\_\_\_

# OUR IDENTITY IN 2025

## DOWNTOWN WAYFINDING PROJECT

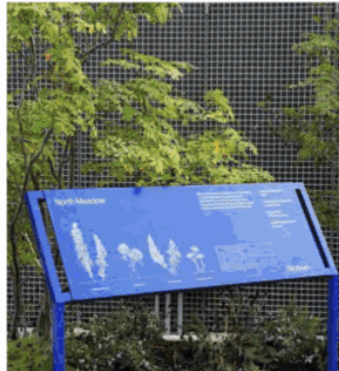
### Materials

The Downtown Anchorage wayfinding system features basalt stone bases, mild steel channel posts, and corten steel panels with cut-out patterns inspired by the rich Indigenous spirit of the region. Painted aluminum panels with digitally printed vinyl graphics allow for easy updates, and all materials are protected with a UV-resistant, anti-graffiti coating to simplify maintenance and ensure durability.



### Color + Shape

We draw inspiration from bold, oversized signage that confidently uses vibrant cobalt blue as its signature accent, strikingly contrasted against the earthy warmth of corten steel.



### Natural Contrast

Contrasting raw materials of earth - basalt and iron - with the human touch of civic blue and the vibrant intricacy of quillwork.



# WHAT WE LEARNED

**Residents want a brighter future for our community.**

**People resonate with the work underway.**



# A0 2025-135(S) OFFERS **5 OPTIONS**

**Option A**



**Option B**



**Option C**



**Option D**



**Option E**



With our choice to be selected by Assembly amendment.

# Updated Design Version E.1

Update from Dec 11 Joint Meeting with Native Village of Eklutna








# Speaking of the Survey

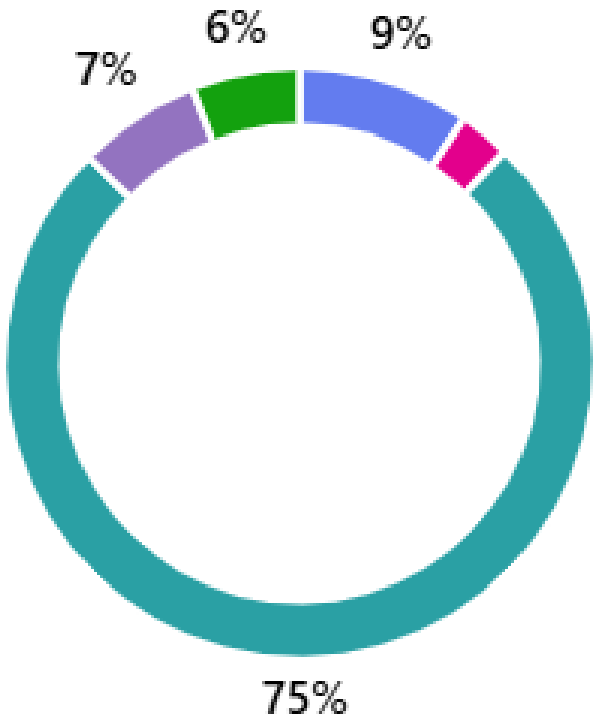
- We had robust and meaningful participation in the survey until 12/10/2025 when someone ran a script that manipulated results.
  - At 5:16 PM the survey was spammed with over 2100 results in 50 minutes all using variations of the same language supporting the no change alternative. Templated comments were 94.9% duplicates in support of version C.
  - Many, many people commented genuinely and we were able to summarize the comments as follows...
- 2,111 responses in 52 minutes
    - 94.9% duplicate comments
  - Only 108 unique texts in surge
    - Uniform ZIP distribution
    - 99.8% selected Option C

# COMMUNITY-WIDE SURVEY—Manipulated

Preliminary results as of December 12, 2025...

## 6,703 Responses

	<b>Option A</b> – A New Seal: Simplified Icon with Quillwork Border	<b>633</b>
	<b>Option B</b> – A New Seal: Original Icon with Quillwork Border	<b>190</b>
	<b>Option C</b> – No Change: Our Original Seal	<b>5,029</b>
	<b>Option D</b> – A New Seal: Original Icon with Simplified Border	<b>454</b>
	<b>Option E</b> – A New Seal: Simplified Icon with Simplified Border	<b>397</b>





# Speaking of the Survey

Thousands of respondents commented and provided valuable input.

Option	Summary of Comment Themes (~50 words each)
<b>Option A Simplified Icon + Quillwork Border</b>	Respondents praised the modern look, simpler shapes, and removal of the ship, which many viewed as outdated or irrelevant. They appreciated the Indigenous quillwork border as a meaningful cultural acknowledgment. A was described as clean, contemporary, and more representative of Anchorage's present identity.
<b>Option B Original Icon + Quillwork Border</b>	Commenters valued keeping the familiar historical imagery while adding cultural relevance through the quillwork border. Many saw B as a balanced compromise—modernized but still grounded. It was praised for respecting Anchorage's past while evolving thoughtfully, without the perceived over-simplification or novelty of other redesigns.
<b>Option C No Change</b>	Many respondents cited cost concerns or fiscal priorities. Others emphasized tradition, familiarity, and the belief that the current seal "isn't broken." Some were unconvinced by alternatives or unsure about design changes. C was widely framed as the prudent or safest option, especially by respondents concerned about expense.
<b>Option D Original Icon + Simplified Border</b>	Respondents supported maintaining the core historic imagery while reducing visual clutter for clarity and balance. D was seen as polished and visually appealing—an update without a major redesign. Many described it as clean, respectful, and an improvement in legibility while preserving Anchorage's recognizable symbols.
<b>Option E Simplified Icon + Simplified Border</b>	Supporters praised its simplicity, clarity, and modern aesthetic. Many favored removing the ship and reducing symbolic density. E was seen as forward-looking, streamlined, and easy to reproduce in digital and print contexts. Themes included modernization, minimalism, and visual efficiency while retaining Anchorage's identity.

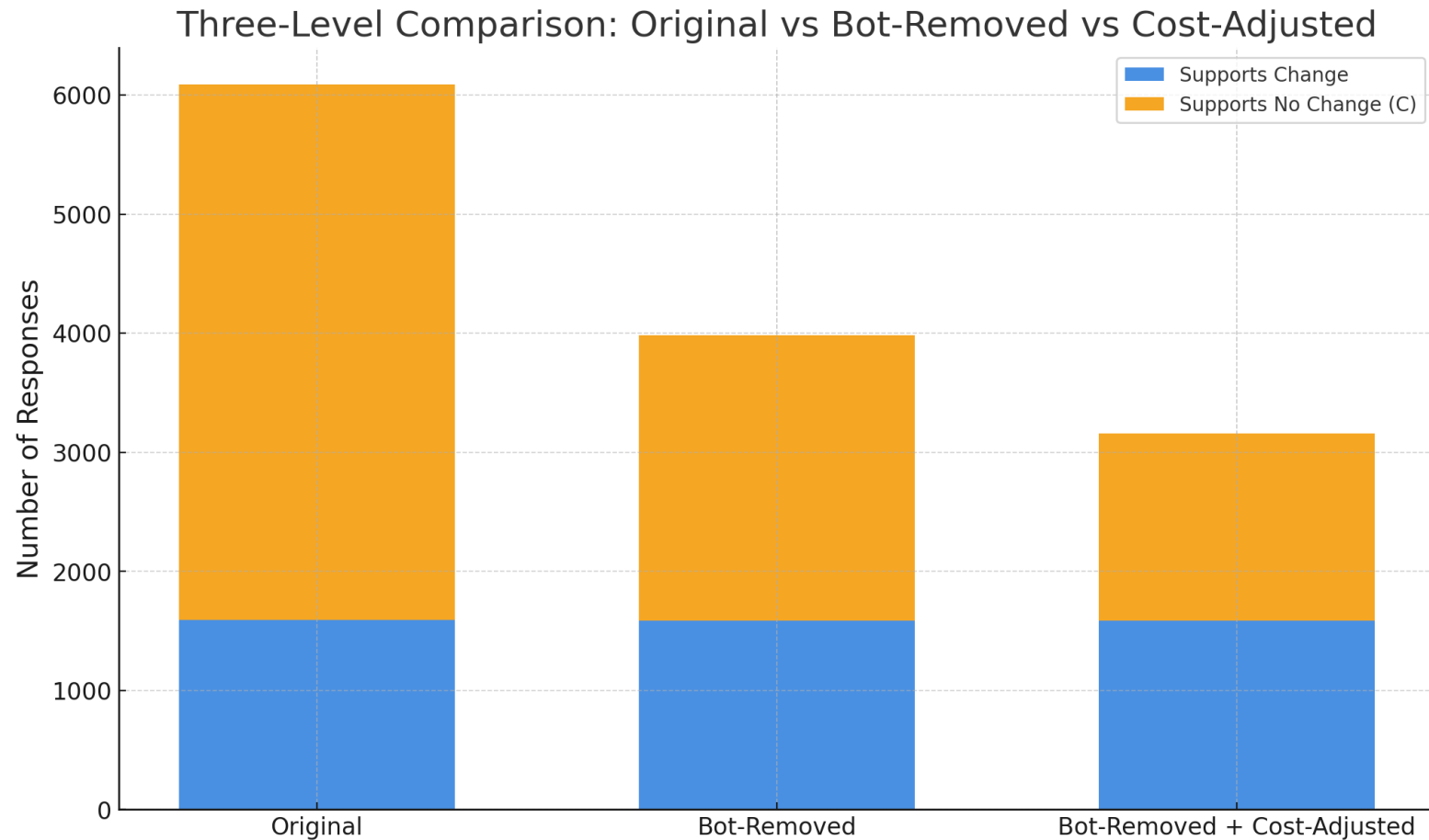
# The Number 1 Comment we received...

**It's too expensive.**

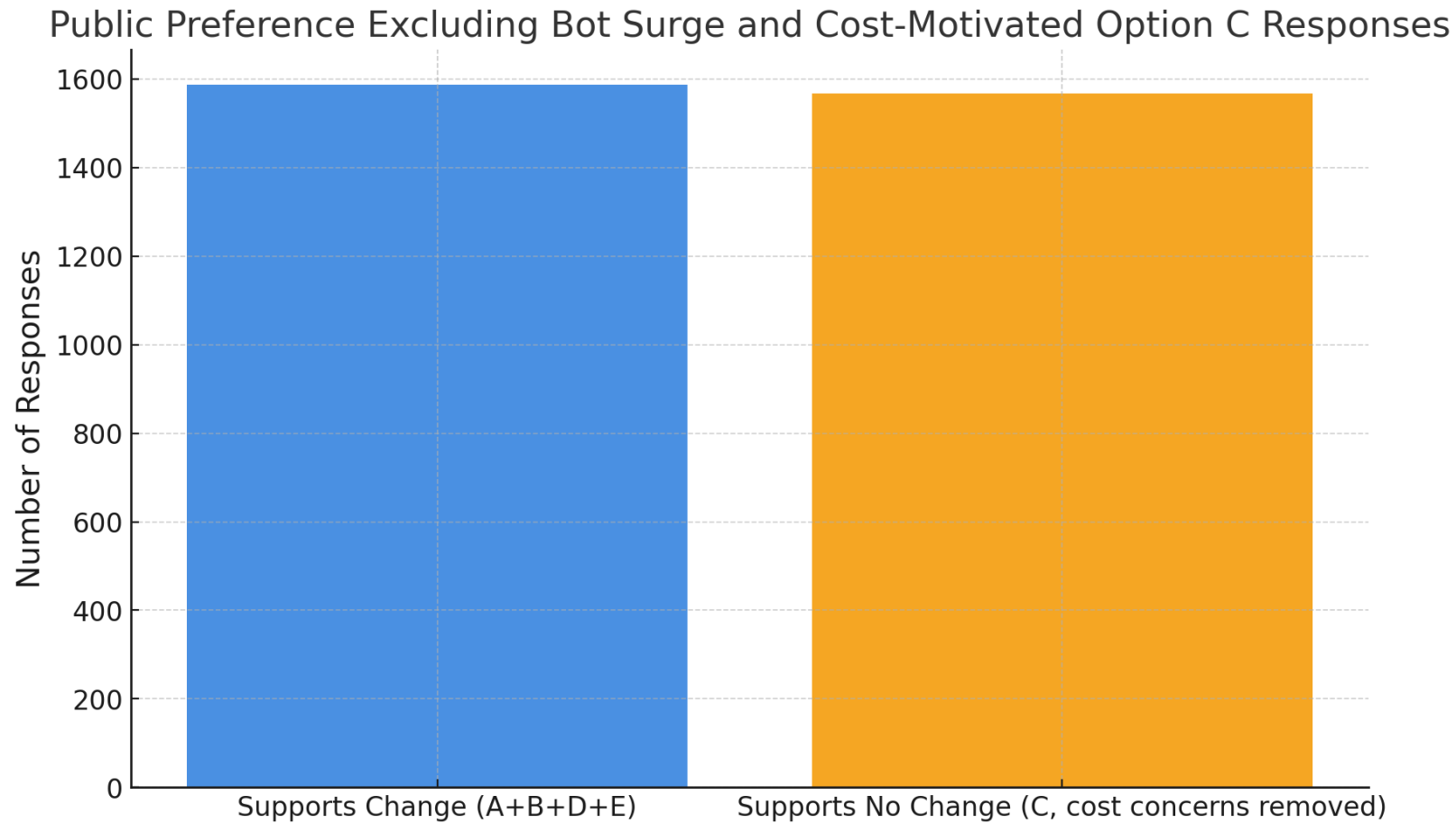
Response:

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21 **Section 2.** The official seal prior to January 1, 2026 shall be valid and legitimate  
22 in all respects wherever it is duly affixed or published for official purposes until  
23 replaced. The Clerk, Office of Ombudsman, Administration, and Assembly staff are  
24 authorized to take such actions as reasonable and necessary to implement this  
25 change. The implementation of the new seal is not intended to unduly burden the  
26 municipal government, cause disposal of documents, materials or markings, or  
27 immediate repainting or replacement of capital, fixtures or property. The Municipality  
28 should implement this change in an efficient manner, in due course of its business  
29 operations, and no timeframe is mandated for changing imagery on the structures,  
30 personal property, appurtenances, capital improvements, uniforms, branded goods  
31 or other items.  
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# If we adjust the results to screen for bots and cost



# Respondents are equally divided—the choice is ours



# THANK YOU.

**CHRISTOPHER CONSTANT**

**Assembly Chair**

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