



## Perris News

Contact: Joe Vargo, Perris Public Information Officer  
Phone: 951-956-2120  
[jvargo@cityofperris.org](mailto:jvargo@cityofperris.org)

### Perris Selects Logo as the Official City Seal

One is enough.

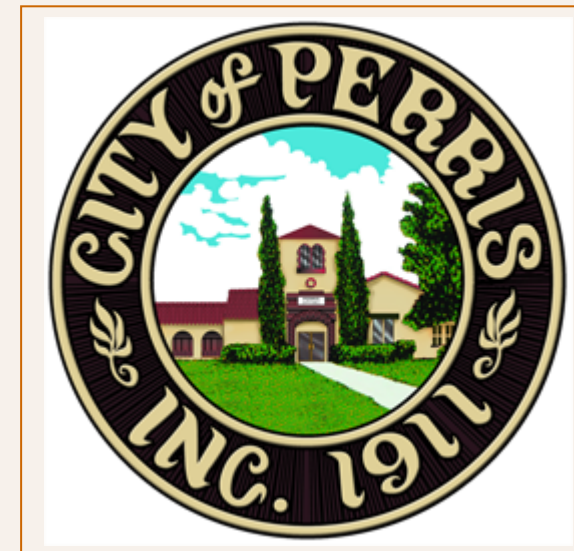
The Perris City Council has decided to make a single logo the City's official seal.

The new logo, adopted by a unanimous vote at the most recent Council meeting, features the classic City Hall Campus in the center, encircled by a chocolate-brown background and tan lettering that reads:

"City of Perris Inc. 1911."

Councilman Al Landers said he thinks a distinctive single logo will help Perris establish an identity with City residents and visitors.

"People don't even have to read the lettering," Landers said. "They'll just look at it and know that it says Perris."



Before the council decision, the City employed several versions of the logo. One featured a lighter background. Another employed a trolley car instead of City Hall, a reference to Perris' railway history. The new seal will now adorn all official City stationary, letters, reports and other documents.

Landers said the official logo is part of the ongoing effort by the City Council and staff to help Perris take its place as a driving force in Riverside County and Southern California. The seal honors Perris' past while the newly refurbished and elegant City Hall conveys the idea that Perris is committed to bringing jobs and responsible development in the future, he said.

"We've got all the elements of a great city," Landers said. We've got land, we've got a business friendly City Council and a great staff dedicated to making Perris the best city it can be. We have many lights here. It is time to let them shine."

While the main logo would be placed on the major entrances to Perris, like Interstate 215 and Ramona Expressway, Landers said he would be in favor of posting other signage in various parts of the City depicting venues unique to that area of town. Unofficial logos depicting parachutists could be placed on roads adjacent to the Perris Valley Airport, skydiving capital of the world. Signs adorned with trains could go near the Orange Empire Railway Museum, one of the largest of its kind in the U.S.

Landers said the over-riding purpose of the logos, both the main seal and the neighborhood-specific designs, remains the same: create an image that conveys Perris is a dynamic city that offers history, opportunity, diversity and promotes family values.

"We are not a sleepy little town anymore," he said. "We are wide awake."

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