



Legislation Details (With Text)

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On agenda:	9/4/2018	Final action:		9/4/2018	
Title:	Discussion Logo Ideas				
Sponsors:	JP Murphy				
Indexes:					
Code sections:					
Attachments:	1. Town of Belleair - Rebranding - Logo Variations				

Date	Ver.	Action By	Action	Result
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Summary

To: Mayor & Commissioners
From: JP Murphy
Date: 8/31/2018

Subject:
Logo Idea Discussion

Summary:

Last year the Commission decided to retain the “Sunset & Two Birds” logo over the “Three Birds” Town Seal, to use as a town-wide logo, citing cost as a primary factor for not making any changes. As a result, staff attempted to have the Sunset and Two Birds updated because original artwork no longer existed and several versions were floating around. The costs to update the Sunset & Two Birds would have been nearly the cost to simply start from scratch. It is important for any brand to have standards of use, the definition of colors, fonts, and acceptable alternatives. We simply didn’t have any of those things. This lead to our vehicles, print materials and uniforms having different colors, different text, and an overall lack of uniformity. Understanding that brand regulation is necessary of professional organizations and that an opportunity presented itself to allow for a redesign, Deputy Mayor Rettstatt and I were able to retain the services of a great designer at no cost to the town. We’d like to discuss our progress, and perhaps colorways that are appealing. Please see the attached file for the proposed options thus far.

Previous Commission Action: Last year the Commission decided to retain the “Sunset & Two Birds” logo over the “Three Birds” Town Seal, to use as a town-wide logo, citing cost as a primary factor for not making any changes.

Background/Problem Discussion: The timing of the rebranding would seem to work well with the explosive growth of our communications efforts, as well as with our steps to redefine the town through our strategic planning.

Expenditure Challenges: Relatively minor, Staff has put off most purchases of logo items, including vehicle graphics since the discovery of the need to redraw the old logo. Average annual costs should remain the same.

Recommendation: None required unless there seems to be a consensus. Input on the colorways and layout would be greatly appreciated.

Proposed Motion: N/a