



Legislation Text

File #: 18-0293, **Version:** 1

Summary

To: Town Commission
From: Town Staff
Date: 10/16/2018

Subject:

Logo Finalization

Summary:

After finalizing the color swatches and layout of the preferred logo option that the Commission saw last month, staff is ready to present the final variant of our proposed new logo.

Previous Commission Action: At the September 4 Commission meeting, five color variants of the attached logo were presented to the Commission for review. Then, the Commission expressed interest in what we then called the “dark tri-color” option, and requested a finalized variant of it be brought back for final approval at a future meeting.

Also at the September 4 meeting, the Commission requested that “Est. 1925” be replaced with “Inc. 1925,” which has been done. Additionally, the inclusion of the word “historic” in the logo has been removed in the attached version, but could be added back in as a variant option if the logo is to be used for a historic purpose.

Background/Problem Discussion: The attached logo option displays the horizontal, colorized version of the Town’s proposed new logo. Please note that, once these colors and general scheme are approved, a vertical version and monochromatic versions will also be created. Staff will then use all of these variants to create a comprehensive style guide that dictates the logo’s use when placed on various background colors and in various situations, and will distribute this guide to staff and to the Commission.

Pending the approval of this logo, the Communications Team is ready to begin generating a town-wide announcement and roll-out of the logo to the public in the days following approval. After this, staff will begin placing the logo on digital and print platforms, and has a plan in place to help the rebranding process go smoothly.

Expenditure Challenges Relatively minor - staff has put off most purchases of logo items, including vehicle graphics, since the discovery of the need for a new logo. Average annual costs should remain the same.

Financial Implications: N/A

Recommendation: Staff recommends approval of the presented logo and color swatches, allowing for the adoption of variants presented in a future, commission approved style guide and appropriate use policy.

Proposed Motion I move approval of the presented logo and color swatches, allowing for the adoption of variants presented in a future style guide and policies.

