



Agenda Date: 09/22/2015  
Agenda Item: 5.2

## STAFF REPORT

**Date:** September 22, 2015  
**To:** City Council  
**From:** Bryan Montgomery, City Manager *BH*  
Nancy Marquez-Suarez, Assistant to the City Manager  
Lindsey Bruno, Recreation Manager

**SUBJECT:** Approval of modifications to the City's Logo

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### Summary and Background

On August 11<sup>th</sup> the City Council held a work session to discuss possible revisions to the existing City logo. The current logo was last revisited in 2007, and reflected only a slight change from the previous logo – moving the “O” off of the oak leaf.

The work session discussed a number of options to update the logo and a general consensus was reached on the logo version marked “City Council preference” on the attached, with the mention that the leaf may be too small in that version and that the “O” in the typeface needed adjustment. The attached shows some new possible variations, marked “A-1, A-2 and A-3.” Also in the attachment is a version of the logo that received some positive comments during the work session.

Finally, the logo version in the lower right-hand corner of the attached is what is recommended. There are some instances when the “California” is desired to be included and with some uses it may not. The words “The City of” could be included, but we have found in increasingly less common city logos do not include that verbiage.

If the new logo is approved, there would not be a rush to replace all the uses of the existing logo. The impending update to the website could utilize it right away, but business cards, letterhead, vehicle logos would just use the new logo when current supplies are exhausted. The new proposed logo is close enough in appearance to the existing logo that signage at City Hall and throughout the community is not intended to be replaced.

### Fiscal Impact

Any approved modifications to the logo will be phased in and very little, if any, additional expense is contemplated.

### Recommendation

Approve modifications to City's logo, as recommend in the attachment.

### Attachment

1. Versions of City logo for consideration

Current logo



Council's preference



Other logo version receiving positive comments



New variations

A-1



Recommended variations (sometimes would be used with "California" and sometimes not)

A-2



A-3

