



Agenda Date: 08/11/2015

Agenda Item: 7.3

## STAFF REPORT

**Date:** August 3, 2015  
**To:** Bryan H. Montgomery, City Manager  
**From:** Lindsey Bruno, Recreation Manager  
**Subject:** City Logo Design Work Session

Approved and forwarded to City Council

Bryan H. Montgomery, City Manager

### Summary and Background

This is a work session on the redesign of the existing City logo. In 2012 the City held a Pin Design contest that invited Oakley residents to share their talents and design a pin that incorporated the "water and wine" branding that was suggested in a community strategic planning meeting. Since this time staff has been directed to expand the re-branding to include the "water and wine" theme.

Item 1.f. of the 2014-2016 Strategic Plan adopted by the City Council on May 13, 2014 directed staff to "Expand comprehensive rebranding of Oakley with a "water and wine" theme. One key aspect of a rebrand, that would go a step beyond a commemorative pin is a new logo. Since Oakley's incorporation in 1999 there have been a few logos that have been revised and used by staff for marketing, street banners, letterhead, pins, etc.

The current logo was last revisited in 2007, and reflected only a slight change from the previous logo and does not incorporate "water and wine" elements.

### Work Session Discussion

This work session will review previous logos and commemorative designs involving Oakley branding. Council will also be presented new draft logos, that represent "water and wine" or slight adjustments to the current logo.

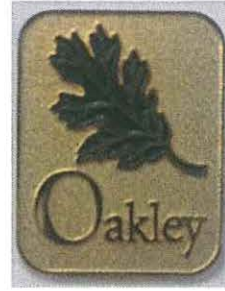
### Recommendation

City Council receive the Staff Report and conduct a work session on the proposed redesign of the City logo.

### Attachments

1. Previous Logos/ Designs
2. Draft Logo and Designs

Previous Logos and Designs:



Current Logo Designs:



New Draft Logos:

