



## **CITY COUNCIL AGENDA REPORT**

**Meeting Date: February 3, 2022**

**From: Caroline Cheung, Communications Manager**

**Subject: Communications Program Update**

### **Community Goal/Result**

Safe Community - Residents and visitors will experience a sense of safety

Community Building - Brisbane will honor the rich diversity of our city (residents, organizations, businesses) through community engagement and participation

Ecological Sustainability - Brisbane will be a leader in setting policies and practicing service delivery innovations that promote ecological sustainability

Fiscally Prudent - Brisbane's fiscal vitality will reflect sound decisions which also speak to the values of the community

Economic Development - Brisbane will work with the businesses and residents to provide for economic vitality/diversity

### **Purpose**

Update the Council on work we've done to drive consistency in brand across the organization and how it's permeating throughout the community.

### **Recommendation**

Provide direction to staff on the use of certain products that bear the City's former logo.

### **Background**

In 2020, it was noticed that some departments were designing their own logos for flyers and apparel. The City Manager requested that the internal staff committee, Brisbane Social Media User Group, which is comprised of members across all city departments and led by the Communications Manager, work on designing a standardized logo.

Over the course of a couple months and several meetings, we arrived at the logo found in Attachment 1 and at the top of this staff report. Here were some modifications:

- "City of Stars" in the bottom half of the existing became capitalized
- 1961, the year of incorporation, was added into the waves
- "CITY OF STARS" was swapped with the department name to maintain a consistent look (see Attachment 2). Note: Parks and Recreation has for many years already been purchasing staff shirts and apparel with their dept. name in this area, and in all caps)

## Discussion

Since coming to an agreement on the modified City logo, it's been shared across all City platforms including our newly-designed website which launched last April, the City Manager's Weekly Update, and all City-administered social media platforms (Facebook, Instagram, YouTube, Twitter, LinkedIn, and Nextdoor). It's also been ordered when the City's logo needs to be replaced, such as on the Community Park sign on Old County Rd. (see Attachment 1). The Public Works Department has also pre-ordered the new Public Works-specific logo for City trucks as the fleet gets slowly turned over (see Attachment 2) and the Community Development Department has Planning- and Building-specific logos for various programs (see Attachment 2).

Some departments have switched to using electronic letterhead. On the electronic letterhead, we recently made an update to the bottom right-hand tagline, from "Providing Quality Services" to "Providing for Today, Preparing for Tomorrow". This tagline or Mission Statement was coined by another internal staff committee comprised of members of various departments (Innovation Committee) and voted on by other staff as the one that most aligned with the organization's values. It transcends to what is decided at the Council or policy level as well: when there are needs that arise in the community, efforts are made to meet them and to see that community members get the assistance they need. Furthermore, work is being done at all levels to ensure the City is well-equipped to meet the needs of tomorrow.

There are a few areas where the older, square logo is found. This includes our blue linen letterhead and envelopes, and our city business cards that are printed on similar blue linen stock. The latter is ordered from local business Fong Brothers Printing as the need arises, and we have some stock left of the pre-printed letterhead. Staff appreciates the Council's direction on the use of these.

## Fiscal Impact

None.

## Measure of Success

A consistent and recognized logo for the City of Brisbane.

## Attachments

1. Community Park sign featuring new logo
2. Standardized, department-specific logos
3. Updated, electronic City letterhead

  
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Caroline Cheung, Communications Manager

  
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Clay Holstine, City Manager

Attachment 1:



Attachment 2:



Attachment 3:



**City of Brisbane**  
50 Park Place  
Brisbane, CA 94005-1310  
(415) 508-2100  
(415) 467-4989 Fax

(insert date)

(insert name/agency)  
Attn: (insert name)  
(insert street address  
City, State, Zip)

Re: (insert Subject)

Kind Regards,

*Providing for Today, Preparing for Tomorrow*