



COBURG CITY COUNCIL

ACTION ITEM

City Logo Discussion

Meeting Date	Staff Contact	Email
December 12, 2023	Adam Hanks, City Administrator	Adam.Hanks@ci.coburg.or.us

REQUESTED COUNCIL ACTION

City staff is seeking input and direction regarding a re-design and implementation of a new logo, a project contained within the approved FY2023-24 Council Goals.

Suggested Motion

No specific motion necessary or requested

BACKGROUND

The FY 2023-24 City Council Goals and Priorities Work Plan includes two projects that relate to the City logo:

- Rebranding of City and Community utilizing new logo
- Implement new logo including a public input process, with a soft roll-out

Work has been done by Coburg Main Street relating to community and event branding that appears to have successfully progressed, including a primary logo for the organization and individual, stylized logo's and theme for each community event that Coburg Main Street operates.

The City staff leadership team has discussed the City's logo, its history and utilization, but before making significant time investments in bringing forward suggested design elements or the development of new draft logo designs, staff would like to ensure that there is general agreement with Council on the preferred next steps in accomplishing these two related workplan projects.

The following is a summary of initial brainstorming from City staff and from prior public sector logo design experience.

- Like the blue and the simplicity of the existing logo
- The existing logo is a bit too simplistic
- Important to differentiate between a community logo/brand and a City/organization logo
- Important to ensure that the logo is the City. i.e. City of Coburg, not the community of Coburg as a whole

- Should consider how strongly to rely on historic “DNA” for logo
- May be good to incorporate a secondary/accent color.
- Open to keeping the circle but also think a different shape (or no shape) could be good
- Some graphic element should be incorporated but not too detailed or too much to overpower the logo readability.
- Should decide whether the logo is standard for all City Departments or if it is altered to identify individual Departments
- Challenging to succeed as a group design. Professional graphic design should be utilized
- A logo update may seem trivial, but a current and identifiable logo communicates professionalism, trust and clarity of message

RECOMMENDATION AND ALTERNATIVES

Staff is interested in feedback and direction from Council and can then develop an effective project plan to accomplish the tasks necessary to meet Council’s desired end result.

BUDGET / FINANCIAL IMPACT

The utilization of graphic design services may be somewhat premature at this stage, but would be a component of the successful completion of this project and would likely range in cost between \$1,500 and \$3,000 depending on the number of refinements and options requested.

PUBLIC INVOLVEMENT

There is value in involving the community in the logo redesign process, typically early in the process to get initial ideas, concepts and preferences (similar to the City staff exercise summarized above) as well as near the end of the process when the design work has narrowed the process to between one and three final draft logo designs. Both staff and public comment would be compiled and provided to Council for their final review and selection. Utilization of the City committee’s may also be a productive and efficient way to elicit community input.

NEXT STEPS

Staff will utilize Council feedback and direction and bring back a project plan at a future Council meeting, with a target of the February Council meeting.

ATTACHMENTS

N/A