



COBURG CITY COUNCIL

ACTION ITEM

City Logo Revision/Update

Meeting Date	Staff Contact	Email
September 10, 2024	Adam Hanks, City Administrator	Adam.Hanks@ci.coburg.or.us

REQUESTED COUNCIL ACTION

From original Council direction in FY24 goalsetting and more recent direction in December of 2023, staff has developed City logo options for Council consideration and decision.

Suggested Motion

I move to adopt City logo option # ____ (#1 or #2) to replace the existing City logo and direct staff to move forward with the development of a style and use guide to cost efficiently implement the new logo throughout the organization and community as appropriate .

BACKGROUND

The City of Coburg has for many years utilized a blue, circle logo with a stylized font for the word Coburg with a smaller font “Oregon” along with simple horizontal lines. At its goalsetting retreat in February of 2023, an action item was created and subsequently approved for staff to pursue possible updating or replacement of the “circle” logo.

At its December 12, 2023 meeting, Council directed staff to move forward with the development of several options for Council to review and select from. Attached are two versions for Council’s consideration.

Option #1 – Coburg Logo Revised

This option retains the general look and feel of the existing circle logo but adds several new elements; the words “City of” and “est. 1865”. Both new elements are intended to visually clarify the logo being the identity of the City of Coburg as an organization/governmental entity rather than a community identification.

Option #2 – Coburg Logo Rebrand

This option is an intentional visual departure from the existing circle logo, both in style and shape. Significant new elements include a visual nod to the Coburg Hills and to the proximity and relationship with the McKenzie River. This option also includes the addition of the words “City of” and the “est. 1865” date.

While the selection and use of a particular logo pales in comparison to many of the critical issues and decisions Council is expected to make on behalf of its community, a logo is a key component of the organization's identity within the community as well as with its regional partners, regulators, state and federal elected officials, businesses that interact with City operations, prospective employees and others.

How a logo is utilized by the organization is an important element of the successful implementation and long term consistency in branding/identification and professional perception/reality. As noted in the suggested motion provided above, upon selection of a preferred logo, staff will develop a style guide that will aid in the deployment of the new logo and ensure consistent utilization of the logo. The style guide will become a component of the City's Communication and Community Engagement Plan as outlined in the Council adopted "2024 Framework for Continued Progress" (Objective I, 2).

RECOMMENDATION

Staff have no unanimous or even majority preference between the two logos. Staff is, however, excited to present both options and looks forward to implementing either the revised (option #1) or the rebranded (option #2)

BUDGET / FINANCIAL IMPACT

Consistent with prior Council direction, staff has incurred expenses of less than \$1,000 for the proposed logo options while also being fortunate to have enlisted a professional graphic designer to convert ideas and concepts into quality finished products for final consideration and selection.

Implementation of integrating the new logo into the City's operations and communications will be done with a focus and priority on digital and similar no-cost changes with other transitions happening over time in an opportunistic manner.

PUBLIC INVOLVEMENT

Due to the desired limited staffing allocation to this project due to high workload demands, no specific community engagement or outreach was designed or conducted in the development of the logo options.

NEXT STEPS

Upon Council selection of its preferred logo, staff will develop the associated style and use guide to initiate the implementation of the new logo into City operations and communications.

Generally, conversion of digital assets/media will be the first area of focus for implementation as there is little to no cost and other transition of logo's will be done opportunistically as signage, clothing, vehicle decals, etc either wear out or otherwise are needing to be replaced.

ATTACHMENTS

1. City of Coburg – Logo Options