

TO: Mayor and City Council of the City of Dacula
FROM: Brittni Nix, City Administrator
DATE: March 22, 2023
SUBJECT: Logo and Style Guide Proposal

Per the Mayor and City Council's request, staff obtained a proposal to design a logo for the City for an all-inclusive price. Staff researched multiple companies and recommends Veugeler Design Group for \$5,000. Said company has worked with a number of nearby cities, including Sugar Hill, Suwanee, and Winder.

The proposal includes the creation of 4 - 5 logo concepts with 3 - 4 rounds of revisions. A brand style guide with logo variations, colors, and fonts the City can use on printed and digital promotional materials is also included in the proposal. Concepts for the logo will be based on inspiration provided by City representatives.

Staff requests approving the proposal from Veugeler Design Group in the amount of \$5,000 for the services provided in the proposal.