



## CITY COUNCIL AGENDA REQUEST

**Meeting Type:** Mayor & Council Meeting  
**Meeting Date:** 2/5/2024  
**Agenda Item:** Confluence Design Proposal  
**Department:** Administration  
**Requested By:** Todd Pangle  
**Reviewed/Approved by City Attorney?** Yes  
**Cost:** \$30,900.00  
**Funding Source if Not in Budget** General

**Please Provide A Summary of Your Request, Including Background Information to Explain the Request:**

Professional service proposal for design services as a part of our upcoming Branding Project. The outcome of this project is intended to provide the city with a refreshed logo, a brand style and communication document layouts. The brand style will provide the city with a common color palette, typefaces and usage rules for such. The communication document layout will provide a common theme across all city departments that can be used on items such as stationary, email signatures, Powerpoint presentations, city apparel and fleet graphics.