



City of Gladstone, MI

1100 Delta Avenue
Gladstone, MI. 49837
www.gladstonemi.gov

Staff Report

Agenda Date: April 28, 2025 Eric Buckman, City Manager: _____

Department: Website Support Department Head Name: _____

Presenter: Patricia West Kim Berry, City Clerk: _____

This form and any background material must be approved by the City Manager then delivered to the City Clerk by 4:00 PM the Tuesday prior to the Commission Meeting.

AGENDA ITEM TITLE:

City of Gladstone Logo & Branding Toolkit

BACKGROUND:

Patricia West and Wendy Taavola have collaborated with Orange Cat Media and Cap Creative Co. to reenvision the City of Gladstone's logo and develop a comprehensive branding toolkit. The current logo, while recognizable, has posed significant challenges in print applications due to its complexity. Over time, various unofficial modifications have resulted in inconsistent branding across city materials.

Over the past year, the city has made substantial efforts to improve its online presence. Pursuing a refreshed and cohesive brand identity is a natural progression in ensuring a consistent and professional visual narrative.

As part of this initiative, department and board-specific logos have also been developed for seamless integration within the proposed branding system. While there is no intention of replacing all existing physical assets—such as signage or vehicle decals, the city hopes to adopt and implement the new branding guide for all materials moving forward.

FISCAL EFFECT:

\$3000.00

SUPPORTING DOCUMENTATION:

Proposed Primary & Secondary Logos
Example of Department & Board Logos
Branding Style Guide
Master Plan Amendment – Goal 8

RECOMMENDATION:

Motion to formally adopt the new branding toolkit, logos and authorize a budget amendment to Dr. Mary Cretens Fund to pay for Orange Cat Media Invoice No. 41 in the amount of \$3,000.00.