



**MEMORANDUM**

Meeting Date: 4/13/2026

To: Town of Grand Lake Board of Trustees  
From: Steve Kudron, Town Manager

**Re: Grand Lake Logo and Brand selection**

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Trustees:

At the March 23, 2026 Board meeting staff was directed to provide clean logo images and add Town of Grand Lake to the GL brand. Provided are the images for your review and approval.

On April 1<sup>st</sup>, Trustee Casseaux made me aware of the similarity between this historic mark and that of Grand Lake Plumbing. I have been in discussion with the Town Attorney and have done some of the research of our marks.

- Town has been able to find uses of the logo for more than 50 years.
- No current trademark filing has been found, nor past filings
- The GoGrand Lake was filed in the past 5 years and recently transferred
- The Grand Lake Badge was registered in 2014 and renewed in 2024
- The Headwaters logo has never been trademarked
- The Grand Lake Center logo has not been trademarked

The Board should discuss the benefits of state and federal trademarks and direct staff as to their policy direction. Maintain trademarks at some level or not.

Suggested motion: I move staff to prepare an updated brand book for approval using the following seals, logos, and terms for use by the Town of Grand Lake:

Seal: \_\_\_\_\_

Badge: \_\_\_\_\_

Logo: \_\_\_\_\_

Flag: \_\_\_\_\_

Visitor Center: \_\_\_\_\_

Grand Lake Center: \_\_\_\_\_

Marina: \_\_\_\_\_

Other Detail: \_\_\_\_\_