

MEMORANDUM

Meeting Date: 3/23/2026

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

Re: Workshop Town Logos

Trustees:

At the February 9th, 2026, the Board participated in a workshop regarding your ideas on our brand and some of the past history regarding the logos and brand images.

I am providing the Brand Book and Trademark details. Staff would like the Board to arrive at consensus on the statements and images the Town uses in Marketing and Communications for all Town imagery.

Staff recommends some consolidation of primary colors across the different marks (Green/Blue/Beige/Black consistency) I've included possible uses with the logos.