



MEMORANDUM

Meeting Date: 3/23/2026

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

Re: Grand Lake Logo and Brand uses

Trustees:

At today's workshop the Board of Trustees discussed the Town's brand image, logos and other marks that are in use by the Town of Grand Lake.

In conjunction with the Town's acquisition of the gograndlake.com website and brand for marketing services, the Boards review has determined the marks, uses and words when presenting the people and place of Grand Lake, Colorado.

Staff will use the Board's direction to update the logos and marks to ensure the Town brand is being used as intended.

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: _____