



STAFF REPORT

MEETING DATE: September 16, 2024

MEETING TYPE: City Council

SUBMITTED BY: Wanda Randle

AGENDA CAPTION: Brandera - rebranding presentation Presented by Beth Owens

Background Information

Bandera, the branding agency selected by the city to lead our rebranding initiatives, has been actively engaged in the process over the past several month. They have met with city council members, staff, residents, and have conducted a thorough tour of our city to gain a comprehensive understanding of our community.

Tonight, Bandera will be presenting several logo and tagline options to the council for review and consideration. These options have been carefully crafted based on the input and feedback gathered from various stakeholders throughout the branding process.

The presentation tonight marks a significant milestone in our rebranding efforts, as the council will have the opportunity to provide input and select the final logo and tagline that will represent our city moving forward. Bandera's expertise and creative vision have been invaluable in guiding us through this process, and we look forward to the exciting possibilities that lie ahead for our city's new branding identity.

Budget Implications

NA

Operational Impact

NA

Legal Review

NA

Staff Recommendation

Review and consider desired logo and tag line

Supporting Documentation and Attachments