



# STAFF REPORT

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<b>MEETING DATE:</b>	January 6th, 2025
<b>MEETING TYPE:</b>	City Council
<b>SUBMITTED BY:</b>	Wanda Randle
<b>AGENDA CAPTION:</b>	Review logo and tagline options for city rebranding initiatives presented by Bandera.

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## **Background Information**

Bandera, the branding agency selected by the city to lead the city's rebranding initiatives has been engaged in the process over the past several months. 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, and most recently resurveyed city council.

Tonight, Bandera will be presenting their second presentation of several logo and tagline options to the council for review and consideration. The first presentation was presented on September 16, 2024. Council provided their feedback and requested new options more aligned with the city's vision. These options have been carefully crafted based on the input and feedback gathered from various stakeholders throughout the branding process.

## **Budget Implications**

N/A

## **Operational Impact**

N/A

## **Legal Review**

N/A

## **Staff Recommendation**

Review and consider desired logo and tag line

## **Supporting Documentation and Attachments**