



City of Jackson

TO: Mayor and Board of Aldermen

FROM: Liza Walker, Assistant City Administrator

DATE: January 15, 2026

RE: New City Logo Consideration

The contract with Red Letter Communications to design a new City logo was approved on October 6, 2025. Since that time, Red Letter Communications staff members worked diligently to design an updated logo to represent the City of Jackson. Trent Summers of Red Letter Communications presented the recommended logo at the Board of Aldermen Study Session on January 5, 2026, and received much support. Staff recommends approval of the proposed new City logo.



If you have any questions, please do not hesitate to reach out.