



City of Jackson

TO: Mayor and Board of Aldermen

FROM: Matt Winters, City Administrator

DATE: September 22, 2025

RE: New City Logo RFP

As you may recall we requested proposals for a new city logo. Fourteen responses were received. The responses were scored by Brian Gereau, Janna Clifton, Rodney Bollinger, Liza Walker, Alderwoman Williams, and myself. The scores were combined and averaged, the firm with the highest score was Red Letter with a score of 88.83 points out of a possible 100 points. Based on the scoring criteria, the recommendation is to accept the proposal from Red Letter.