



CITY OF KING CITY COUNCIL

MEETING DATE:

July 6th, 2026

PART A

Subject:	Comprehensive Plan Branding	
Action Requested:	Review the revised Comprehensive Plan branding option and guide whether staff may proceed with the proposed hybrid branding concept.	
Attachments:	Revised Branding Option from Kimley-Horn	
Todd Cox, Int. Planning & Zoning Official Emerson Wright, Planning & Zoning Intern	This abstract requires review by:	
	City Manager	City Attorney

PART B

Introduction and Background:
Kimley-Horn developed branding concepts for the Comprehensive Plan and related materials that will be used throughout the planning process. After the concepts were presented to the Mayor and City Council last month, Council requested minor revisions, such as more clearly defined mountains, the word "King," and "Gateway 2043." Staff would like to provide direction to the consultant as soon as possible so the selected branding can be incorporated into the various phases of work.
Discussion and Analysis:
See attachment for the revised scheme.
Budgetary Impact:
None. This work is already included in the Comprehensive Plan budget.
Recommendation:
Advise whether staff may proceed with the proposed branding option.