

Special Joint Public Meeting: City Council & MEDC
AGENDA REPORT

Meeting Date: April 29, 2025	Budgeted Amount:
Department:	Prepared By: Stepanie Johnson

Subject

Consideration and possible action on a proposed Branding Kit and Marketing Logo for Montgomery Texas.

Recommendation

Staff recommend approving a Branding Kit and Marketing Logo.

Discussion

This initiative is part of a broader effort to modernize the city's image, support economic development and events. The branding kit will include logo variations, a color palette, typography, and usage guidelines. Today, I am sharing a few marketing logos developed by AI. Branding colors The **Lone Star Flag** (Texas state flag) features three bold colors:

Example

- Red – Represents bravery
 - o Hex: #BF0A30
 - o RGB: (191, 10, 48)
- White – Represents purity
 - o Hex: #FFFFFF
 - o RGB: (255, 255, 255)
- Blue – Represents loyalty
 - o Hex: #002868
 - o RGB: (0, 40, 104)

Approved By

City Secretary & Director of Administrative Services	Ruby Beaven	Date: 04/25/2025
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