

Montgomery City Council
AGENDA REPORT

Meeting Date: 03/11/2025	Budgeted Amount:
Department: MEDC	Prepared By: Stephanie Johnson

Subject
Consideration and possible action of a proposed city marketing logo and the official seal

Recommendation
To approve or deny city marketing logo.

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Discussion

November 2024 Discussion

The discussion covered marketing downtown and the licensing of the city trademark and logo. There were many conversations about "The Birthplace of the Texas Flag" and the various city logos on file, including multiple versions of the flag, the GOAT, the seal, and others. Palmer mentioned that most of these were old JPEG files.

Additionally, there was a recognized need for a graphic artist to design a new logo and provide it in all necessary formats for projects of various sizes, from small to large. Palmer noted that, as a city, we are required to obtain three quotes for this service.

December 2024 Discussion

President Angelo highlighted that MEDC was looking to create a branding initiative to rebrand the city's logos and develop merchandise that captured the trademark for "The Birthplace of Montgomery" or "The Birthplace of the Texas Flag."

President Angelo explained that he was tasked with finding a graphic design group capable of rebranding the city's logos, Ayesha Ahmed, has done a phenomenal job with rebranding Round Rock Texas, her proposal shows her capabilities and happens to be the most reasonable with a bid price of \$1,500.

Secretary Londeen inquired about coming back with a contract. President Angelo said yes there would be a contract but stated he really did not want to wait another month

January 2025 Discussion

The logo was not available in time for the agenda. President Angelo stated that until a contract is signed with the company, there is no official agreement. He confirmed that the price for the entire package was \$1,000 and offered to fund it temporarily, requesting reimbursement if approved.

Board Member Olson noted that the logo needs to be approved by MEDC and must go through council since it serves as the official seal of representation. The City Secretary suggested bringing the matter back on the next agenda for approval to proceed with the council.

Three draft logos were presented to staff for comment. Of the three one was preferred.

February, President Angelo stated the newly presented logo would be for all marketing, collateral, signage, and promotional materials, while the official City Seal will remain unchanged as the official seal of Montgomery. Additionally, a refined version of the City Seal will be developed to enhance clarity and ensure consistency across official documents.

Based on the information provided members can consider the options moving forward.

Approved By

City Secretary & Director of Administrative Services	Ruby Beaven	Date: 03/04/2025
Interim City Administrator & Police Chief	Anthony Soloman	Date: 03/04/2025