



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 08-01-2024

REQUESTER: Mitchell Richardson, Recreation Manager

PRESENTER: Mitchell Richardson, Recreation Manager

ITEM TITLE: DISCUSSION REGARDING THE NEW LOGO FOR THE PARKS AND RECREATION DEPARTMENT.

BACKGROUND:

The Norman Parks and Recreation Department initiated a rebranding project to modernize and enhance its visual identity. The previous logo, while historically significant, was deemed dated and less versatile for current branding needs. The new logo aims to reflect the department's commitment to health, wellness, and community engagement.