

CITY OF RICHLAND CENTER

AGENDA ITEM DATA SHEET

Agenda Item: Branding and Logo Package - Implementation

Meeting Date: 2/7/2023

Requested by: Jasen Glasbrenner, Economic Development Director and Ashley Oliphant, City Administrator

Background: See the *Branding Project Synopsis Document* in your packet for the full background. Tonight, we are focused on providing you with: 1) A copy of the *Branding Manual* that was just completed by the design consultant; and 2) An outline of the *Branding Implementation Plan*.

Financial Impact: All financial impacts of the implementation process will be handled through the budget and operational processes of the City and its departments.

Funding Source: N/A

Attachments Provided:

- *City Branding Process Synopsis*
- *City Branding Manual*
- *City Branding Implementation Plan*

Requested Action: Motion to authorize the City Administrator to enact the Branding Implementation Plan.