



Branding Package

Action Sports Components of Cedar Park

John Wallace-Recreation and Senior Services Manager

Agenda

- Purpose & Introductions
- Review The Process
 - How we got here
 - Where we are
- Next Steps

Introductions and Purpose

- Spoke and Wheel Staff
 - Jason Williams
 - Brock Wagner
- To review the proposed branding packages approved by the Parks Trails and Advisory Board.
- Choose a preferred package.
- Ask and answer any questions.

The Process

Geographical & Nature	Animal	Skate/Bike	Facility & Building
<ul style="list-style-type: none"> • Battle Axe • The Devil's Backbone • Wy'East • Down Country • Strato • Volcano • Elevation • Overlook • Quicksand • Ft. Hills • River • Buck • The Ridge • Cascade • The Pit/Berm/ Berm & Pit • Compass • Windward 	<ul style="list-style-type: none"> • Elk • Buck • Sasquatch /Bigfoot • Snake • Steelhead • <u>Yeti</u> • Ranger • Minotaur 	<ul style="list-style-type: none"> • Flow & Roll • Swoopy • Drop In • 50/50 • Crooked • Shred • Session • Launch Pad • Pioneer Pump 	<ul style="list-style-type: none"> • Trade Post • Stage Post • Hub • The Rampyard • Basecamp



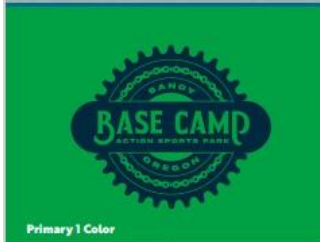
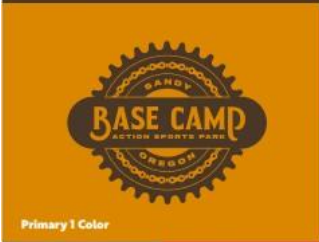
The Yard

Basecamp

Steelhead



Basecamp: Option 1



Basecamp: Option 2

Option B.1



Primary



Primary 1 Color Black




Primary 1 Color White

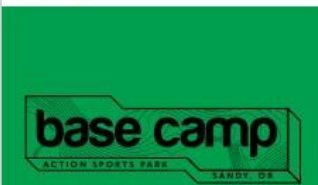
Icons




Option B.2



Primary




Primary 1 Color Black



Primary 1 Color White

Icons



Next Steps...

RECOMMENDATION:

Staff recommends that the City Council review the Branding Packages for the Action Sports Components of Cedar Park and choose a preferred option.

SUGGESTED MOTION LANGUAGE:

“I move that we adopt Option 1 or Option 2 as the official name and branding package for the Action Sports Components of Cedar Park.”

