



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Council Date: March 10, 2026	Department: Admin	Presented By: Communications Director Rose Hoffman
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AGENDA ITEM: Discussion/Action: to review the trademark application and brand guidelines

BACKGROUND: Discussion and update on the city’s trademark application status, review of current branding guidelines, and discussion of potential future actions related to the city’s logo.

STAFF/BOARD/COMMISSION RECOMMENDATION:

No staff recommendation at this time.

EXHIBITS:

City of Willow Park Style and Branding guidelines

ADDITIONAL INFO:	FINANCIAL INFO:	
	Cost	N/A
	Source of Funding	