

City of La Quinta

CITY COUNCIL MEETING: July 21, 2015

STAFF REPORT

AGENDA TITLE: LOGO REFINEMENT DISCUSSION

RECOMMENDATION

Provide direction regarding updating the City's marketing logo.

EXECUTIVE SUMMARY

- On May 19, 2015 the City Council reviewed the City's branding elements and proposals to update the logo, color scheme, and font.
- Council approved the font and color palette, and requested revisions to the proposed logo.
- If approved, staff will begin the total brand refresh to encompass all digital and print materials to be completed this fall.

FISCAL IMPACT

The logo refinement is part of the total brand refresh project budgeted at \$30,000 in the marketing account.

BACKGROUND/ANALYSIS

On May 19, 2015, the Council reviewed an updated marketing logo as part of an overall brand refresh. While the color palette and font were approved, Council requested changes to the proposed logo, which include:

- More space between the "La" and "Quinta"
- Angled line in the "Q"
- Thicker font
- Smaller gem icon
- Variations from Graphtek Interactive

Staff revised the proposed logo and worked with Graphtek Interactive to create variations for further review (Attachment 1).

If approved, staff will begin the brand refresh that will encompass all print, apparel, fleet vehicles, and digital media. The refreshed brand will be completed by fall 2015.

Report prepared by: Tustin K. Larson, Marketing & Events Supervisor

Report approved by: Edie Hylton, Deputy City Manager

Attachment: 1. Logo revisions

Original Proposed



Revised Proposed



Variation #1



La Quinta

California

Variation #2



La Quinta

California