



Colonial Heights City Council Meeting Agenda Item Executive Summary

City Council Meeting

MEETING TYPE: City Council Special Meeting

MEETING DATE: October 20, 2020

ITEM: City Branding Project Discussion

DEPARTMENT: City Manager's Office

PROPOSED ACTION: Update and Discussion

BACKGROUND: At the February 18, 2020 worksession, staff presented a new branding (logo/tagline) concept to City Council. At the October 20 meeting, staff will present several alternative logo concepts (previous version and a revised one) for discussion with City Council.

BUDGET/FINANCIAL IMPACT:

Funding for this item was: included not included in the current-year budget N/A

RECOMMENDATION: Staff discussion with City Council

ATTACHMENTS: Logo design options.

- Staff will be making a detailed presentation on this agenda item at the meeting.
- Staff will provide brief comments and answer questions on this item at the meeting.
- This is a routine procedural item and no presentation is planned for the meeting.

Councilmembers who have any detailed questions or would like to request additional information regarding this item are encouraged to contact the City Manager at their earliest convenience.