



Colonial Heights City Council Meeting Agenda Item Executive Summary

MEETING TYPE: City Council Special Meeting

MEETING DATE: February 18, 2020

ITEM: City Branding Project Update and Discussion

DEPARTMENT: City Manager's Office

PROPOSED ACTION: Update and Discussion.

BACKGROUND: City staff has been working on developing a new City brand. This new City brand will include a new logo design, a complementary tag line, and new colors. The timing of this project is in sync with our contracted CivicPlus City Website redesign project. Staff will provide a presentation at the worksession to the present the new branding concept to City Council.

BUDGET/FINANCIAL IMPACT:

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

RECOMMENDATION: Staff update and discussion with City Council.

ATTACHMENTS: None

- 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.*