



Colonial Heights City Council Meeting Agenda Item Executive Summary

City Council Meeting

MEETING TYPE: City Council Regular Meeting

MEETING DATE: June 20, 2023

ITEM: Discussion Regarding A City Logo Concept

DEPARTMENT: City Manager

PROPOSED ACTION: Staff Discussion with City Council regarding a City Logo Concept.

BACKGROUND: Staff has worked with Civic Plus, our website provider on designing a City Logo. A new logo can be used on the City website, vehicle markings, letterhead, etc. However, the logo will not be considered a new seal to replace the official City seal. Staff previously discussed this concept with City Council. Following the last discussion, Civic Plus prepared some website mock-ups to show what the new logo could look like on the City website.

BUDGET/FINANCIAL IMPACT:

Funding for this item was: included not included in the current-year budget N/A
Funding for the initial logo design project with Civic Plus was originally covered by funds from the FY 22 Budget. Funding for additional design work was provided through the City Manager's FY 23 budget for reaching the final concept and for the website mock-ups.

RECOMMENDATION: Staff recommends Council approval of the new City logo design for implementation.

ATTACHMENTS: City Logo Concept; Current Website Layout; Website Mock-Ups with Proposed Logo

- 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.