

CITY OF PACIFICA
COUNCIL AGENDA SUMMARY REPORT
March 12, 2011

Agenda Item No.

SUBJECT:

Economic Development Committee Recommendation of Adoption of City Logo for Promotional Purposes

ORIGINATED BY:

City Manager

DISCUSSION:

At the December 13, 2011 meeting of the Economic Development Committee the committee adopted a recommendation to the City Council regarding selection of a logo to be used by the City and other community organizations for promoting the City. (See attached) The development of this logo was part of the committee Objectives to have a unified marketing program for events in Pacifica.

The logo was developed in conjunction with the Chamber of Commerce and the Pacifica Hotels. The logo was developed by WavenDean Fernandes of Mana Brand Marketing. All of the work to develop the logo for the City was done pro bono by Mr. Dean. The goal is to have a logo that all groups can use when promoting events that will tie organizations/events together.

The logo is intended to encompass the strengths of Pacifica as well as establish a branding identity concentrating on our greatest asset – the ocean and hills. The mermaid was added to connect with the mermaid from the FogFest and Chamber logos thereby providing a link and continuity for anything Pacifica. While it will not be a requirement, it is hoped that other community groups will take advantage of the logo and the focused identity it can bring to efforts to attract visitors. Samples are attached to show how the basic design could be used by other groups in the community.

At some point a tag line will be added to the basic logo but the Economic Development Committee is still working on selection of one to use. The logo is not intended to replace the logo/seal that is used on City letterhead, vehicles and other City equipment.

FISCAL IMPACT:

There is no direct fiscal impact to the adoption of the promotional logo. Costs will be incurred for production whenever it is used by the City or other groups.

ATTACHMENTS:

Basic logo
Sample logos for other uses

COUNCIL ACTION REQUESTED:

Adopt the attached logo for promotional purposes as recommended by the Economic Development Committee.