



## Legislation Text

File #: 2023-0916, Version: 1

### Report to Mayor and City Council

Tuesday, December 05, 2023

Discussion

#### **SUBJECT:**

#### **CONSIDER UPDATED MARKETING CITY LOGO CONCEPTS (CITY COUNCIL)**

#### **I. SUMMARY**

This staff report is being presented to the Mayor and City Council for their consideration of a new marketing logo to brand our City. A well-designed and strategically developed logo can serve as an effective tool for promoting our City's identity by attracting visitors and fostering economic growth. This staff report highlights the key points for Council consideration along with several sampled logos to choose from.

#### **II. RECOMMENDATION**

TAKE the following action:

1. APPROVE one of the updated City Marketing Logo options provided to the City Council.

#### **III. ALTERNATIVES**

TAKE another action the City Council deems appropriate and that is consistent with applicable laws.

#### **IV. BACKGROUND**

The City of Carson is a vibrant and diverse community with a rich history and a number of attractions (current and future) that gleans for the opportunity to provide a refreshing marketing logo. Our current marketing logo has been in use for several decades and may not adequately reflect the evolving essence and aspirations of our City. The recent growth and developments in the City, makes this an opportune time to reevaluate our branding strategy and consider an updated marketing logo that would resonate with the Mayor and

City Council, residents and visitors alike.

A well designed marketing logo can encapsulate the unique characteristics and values of our City, creating a distinctive visual identity that differentiates us from other cities and communities. Staff desires to help in promoting the Economic Growth and tourism by attracting tourists, investors and businesses to our City. Our hope is to evoke a positive response and convey the essence of Carson's attractions, multicultural heritage, University and other economic opportunities.

City staff worked diligently with several consultants to find sampled logos that would capture a sense of pride and belonging among residents while fostering community spirit and unity. Unfortunately, the submissions were not received well by the Marketing Design Logo Committee consisting of Mayor Lula Davis-Holmes and Councilmember Cedric L. Hicks, Sr. After numerous attempts of evaluating multiple marketing logo concepts, staff looked internally to the Public Information Department. Danielle Halsey, Public Information Analyst submitted over 25 varied samples compared to the 11 total sample marketing logo submissions provided by outside consultants. Ms. Halsey's creativity and skillful work along with assistance from the Public Information Manager, Margie Revilla-Garcia and Deputy City Manager Tarik Rahmani, was able to bring to life refreshed and renewed marketing logo concepts.

The Marketing Design Logo Committee agreed upon 3 selected marketing concepts for the City Council to consider as the new Marketing Design Logo for the City of Carson. If a marketing logo is selected, City staff will immediately begin the implementation phase in accordance with our Standard Management Procedures (SMPs). In collaboration with the City's Public Information and Innovation Sustainability Performance Management (ISPM) Departments, they will develop a communication plan to introduce the new logo to the public by branding the selected marketing logo via press release, social media campaigns, events and in cooperation with local media outlets. In addition, the Information Technology Department (I.T.) is currently developing a new City website that will brand the new Marketing Logo. Staff will also implement the new marketing logo on all City apparel and paraphernalia that will be available to the residents and visitors for a fee (to be established by the Marketing Logo Committee).

The development of a new marketing logo for the City of Carson is an important step towards establishing a strong brand identity and promoting our unique attributes. By investing in this endeavor, we can enhance tourism, attract businesses, and foster civic pride.

## **V. FISCAL IMPACT**

There is no direct fiscal impact associated with this report. However, any cost that requires City Council approval incorporating the new marketing logo that has not already been allocated budgetarily, would be brought for the Council's consideration based on the specific project, program, etc.

**VI. EXHIBITS**

1. Old City Marketing Logo (pg. 4)
2. New City Marketing Logo Samples (pgs. 5-8)

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