



CITY OF SUNNYVALE

March 24, 2016

TO: Sunnyvale City Council

FROM: Glenn Hendricks, Mayor

CC: Deanna J. Santana, City Manager
Jennifer Garnett, Communications Officer
Yvette Blackford, Senior Management Analyst

SUBJECT: Formation of Sunnyvale Brand Sub-Committee

In the March 15, 2016 Council meeting agenda, City Manager Santana included an Information Memo (*City of Sunnyvale Brand Report and Next Steps*) summarizing the work completed to date to define the Sunnyvale municipal organization's brand which was initiated as part of the City's Website Redesign Project. In the next phase of the brand development process, the City will use the services of a design firm to create a brand identity system that includes an updated City logo and corresponding Brand Style Guide.

In the memo, the City Manager also recommended the formation of a core team of City staff and Councilmembers to help inform the creative process. To that end, I am exercising my ability as Mayor to form a sub-committee of Councilmembers to serve on that core team, and have selected Vice Mayor Larsson and Councilmember Martin-Milius. Vice Mayor Larsson participated in the initial brand workshop held in November 2015 so his involvement will be important for continuity and Councilmember Martin-Milius expressed interest in joining the team. As this work will be completed within my term as Mayor, I will also serve on the sub-committee.

The development of the brand is a pre-cursor to being able to design the Web page templates for the City's new website, therefore this work must begin right away to ensure City staff can remain on schedule with the website production. We will keep the Council informed as the work progresses.

If you have any questions about the website or brand projects, please contact Communications Officer Jennifer Garnett at 408-730-7476 or jgarnett@sunnyvale.ca.gov.

Glenn K Hendricks

Mayor, Sunnyvale