



City of Sunnyvale

Agenda Item-No Attachments (PDF)

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Study Session Summary of September 20, 2016 - New City Logo & Brand Workshop

Call to Order:

Vice Mayor Larsson called the meeting to order at 6 p.m.

City Councilmembers Present:

Mayor Glenn Hendricks
Vice Mayor Gustav Larsson
Councilmember Jim Griffith
Councilmember Tara Martin-Milius
Councilmember Jim Davis
Councilmember Larry Klein

City Councilmembers Absent:

Councilmember Pat Meyering

Public Comment:

Russ Melton spoke in support of the logo.

Maria Pan suggested additional public outreach.

Reid Meyers, community member who was part of the brand and logo committees, provided information regarding the process and spoke in support of the new brand and logo.

Study Session Summary:

The City held a workshop for the City Council and public to introduce the design for the City's new logo and provide an update on the related branding and website redesign projects. Communications Officer Jennifer Garnett provided a short presentation and responded to questions from the Council. Topics included how to ensure the symbol and wordmark would not be modified; the reasoning behind the selection of green as the primary color for the logo symbol; the lettering style for the new 'Sunnyvale' wordmark; selecting a standard typeface for City materials (print and digital); and the design of the City's business system such as stationery, lapel pins, etc. In response to inquiries about the roll-out plan for the new logo, staff confirmed that a schedule was being developed for both a public launch and phasing in the new logo citywide. Staff will update the Council with the roll-out plan and schedule once finalized.

The new logo and brand are part of the City's significant project to completely overhaul its failing and outdated website technology which includes making the site mobile-friendly and updating the content and functionality. In preparation for that project, City staff performed a communications audit and confirmed that the City has no defined brand and is using multiple logos and design styles. This, compounded with confusing, inaccurate and outdated service information on the website,

undermines the overall effectiveness and value of the City's reputation as a high quality service provider. As a result, the City embarked on a consultant-led process to define its municipal brand and develop comprehensive design guidelines that will ensure consistency and quality across all of the City's communications channels. This also led to the development of a new City logo that aligns with the new brand and is designed to work with modern communications platforms, particularly digital applications. The new logo and design guidelines will directly shape the overall visual design of the new website and webpage templates as well as guide subsequent efforts to update and modernize the City's remaining primary communications channels.

Adjournment:

Vice Mayor Larsson adjourned the meeting at 6:40 p.m.