



Midpeninsula Regional
Open Space District

R-13-29
Meeting 13-06
February 27, 2013

AGENDA ITEM 5

AGENDA ITEM

Minor Modification to District Logo for Printed Material

GENERAL MANAGER'S RECOMMENDATION *SM*

Include the name "Midpeninsula" to the District's current logo for use on printed outreach material.

SUMMARY

The Public Affairs Department is requesting a minor modification to the current District logo by adding the word "Midpeninsula" above Regional Open Space. This modified logo would be used on all printed information and outreach material, including the new Vision Plan material to be released in March 2013. This minor revision does not change the shape or design of the logo and would not require a change to uniforms, signs, etc. The change would be phased onto District printed material and not require immediate reprints.

DISCUSSION

Background

The current logo was adopted in 2008 after much staff and Board review. The design is an artistically inspiring logo depicting a bird, mountains, and oak tree to represent the District. The logo uses the phrase "Regional Open Space", omitting the word "Midpeninsula". The intent has been to use the logo, which is in a portrait or vertical format, with the name Midpeninsula Regional Open Space District written in a Vista Sans Regular or Trebuchet font placed horizontally alongside the logo.

However, on many printed pieces or areas with limited space, there is not sufficient room to include the name Midpeninsula Regional Open Space District alongside the logo. Often, the logo must be used alone. The omission of "Midpeninsula" within the logo is a serious challenge when trying to communicate with the public about the District. Open space can indicate any number of organizations and does not clearly indicate that this is Midpeninsula Regional Open Space District. This is especially difficult in the Vision Plan material where educating the public about the District is so important in the community engagement process.

At the Legislative, Funding, and Public Affairs Committee's (LFPAC) February 12, 2013 meeting, the Committee reviewed staff's recommendation on the minor revision of adding the name "Midpeninsula" to the logo design. This updated logo design would be used on public marketing and outreach material, including Vision Plan material, maps and brochures, newsletter, and additional material created for the public. At a future date, the District may choose to phase the modified logo in other areas such as uniform patches, branded clothing, hats, signs, etc. so that the District's name is clearly visible. The Committee supported the addition of "Midpeninsula" to the logo and, because of the prior history in choosing the logo, asked that this item be brought to the full Board for discussion and approval.

FISCAL IMPACT

There are no unbudgeted fiscal impacts with this agenda item. If approved by the Board, the minor change to the logo would be phased in over time and added to new material.

BOARD COMMITTEE REVIEW

The LFPAC Committee reviewed this proposal during its regular meeting on February 12, 2013 and has recommended that it be presented and considered by the full Board.

PUBLIC NOTICE

Public notice of this Agenda Item was provided per the Brown Act. No additional notice is required.

CEQA COMPLIANCE

No compliance is required as this action is not a project under the California Environmental Quality Act (CEQA).

NEXT STEPS

Upon Board approval, the Public Affairs Department will begin incorporating the modified logo on its outreach material.

Attachment:

1. District's current logo and the District's proposed modified logo

Responsible Department Head:

Renée Fitzsimons, Co-Acting Public Affairs Manager

Prepared by:

Shelly Lewis, Media Communications Supervisor

Contact person:

Same as above

ATTACHMENT 1

CURRENT LOGO



MODIFIED LOGO

