



## City Council Study Session

# Agenda

**May 31, 2018**

**6:00 p.m.**

**City Hall, Medford Room**

**411 W. 8<sup>th</sup> Street, Medford, Oregon**

1. Pacific Power Smart Readers
2. Utility Fees
3. City Logo





City of Medford

# Office of the City Manager

Medford ~ A Fantastic Place to Live, Work & Play

## MEMORANDUM

TO: Mayor and Council

FROM: Kristina Johnsen, Community Relations Coordinator

RE: Logo Design Options

DATE: May 25, 2018

### Purpose

The purpose of designing a new logo is to visually represent our vision statement and how we, as a City, are working to “provide a vibrant community experience as well as a collaborative environment which encourages partnerships, growth, and innovation.”

The City is accountable to the public and has a responsibility to share what we are doing with public funds. Along with this, consistent, professional, accurate and relevant visuals and written communications are important to building public awareness, trust, and confidence in the work the City does on behalf of the public. A brand identity and logo is the visual foundation for more effective communications about the things the City does and the services we provide.

### Overview

The logo redesign process originally began in November of 2016. Since then, three community focus groups and six staff focus groups have been held in an effort to gather feedback to help create a new logo for the City.

The feedback from the community and staff focus groups were used to create a number of logo options. The Communications Committee has reviewed the logo options and have made a recommendation for the Valley View design. Staff has made a recommendation for the Building Block design.

During Thursday’s Study Session Council will be asked to provide staff with feedback on the logo options and provide direction on which logo to use going forward.

### Logo Options

As you evaluate the two logo options, determine ways the City can use the new logo to help promote the vision, mission, and core values you’ve adopted in an effort to create a brand identity that encourages community building. *Think about where we believe we are as a City and where we want to be.*

The logo options are enclosed with this memo and will be presented during the Study Session along with a survey.

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VALLEY VIEW OPTIONS | ALTERNATE FONTS

A bold interpretation of the three iconic peaks visible from the valley looking east. Includes Lower Table Rock, Mt. McLaughlin and Roxy Ann all in a bold blue with vivid green highlight. This is an easily identifiable location-specific scenic icon as well as reminiscent of railroad iconography, which ties into Medford's history.

Original A1



Original A2



ALTERNATE FONT SAMPLES

B1



B2



C1



C2



COLOR & GREYSCALE OPTIONS

Color

Greyscale

Black Only



DEPARTMENT CALLOUT SAMPLE

Color



**City Manager's  
Office**

Greyscale



**City Manager's  
Office**

Black Only

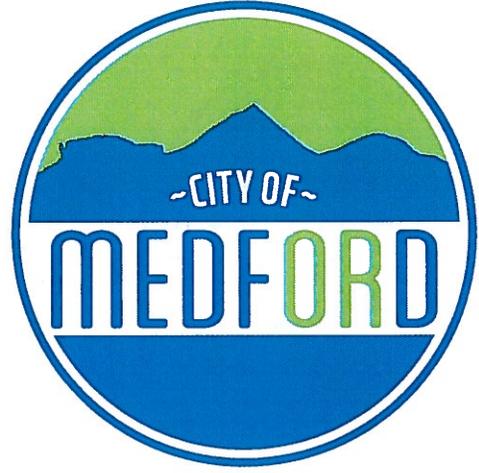


**City Manager's  
Office**

A1



B1



A2



B2





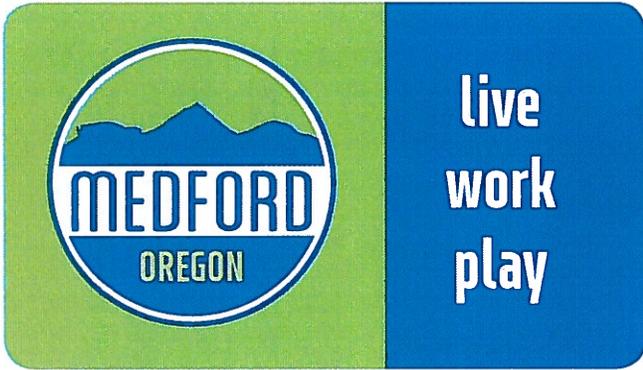
BUILDING DOORS



CITY VEHICLES



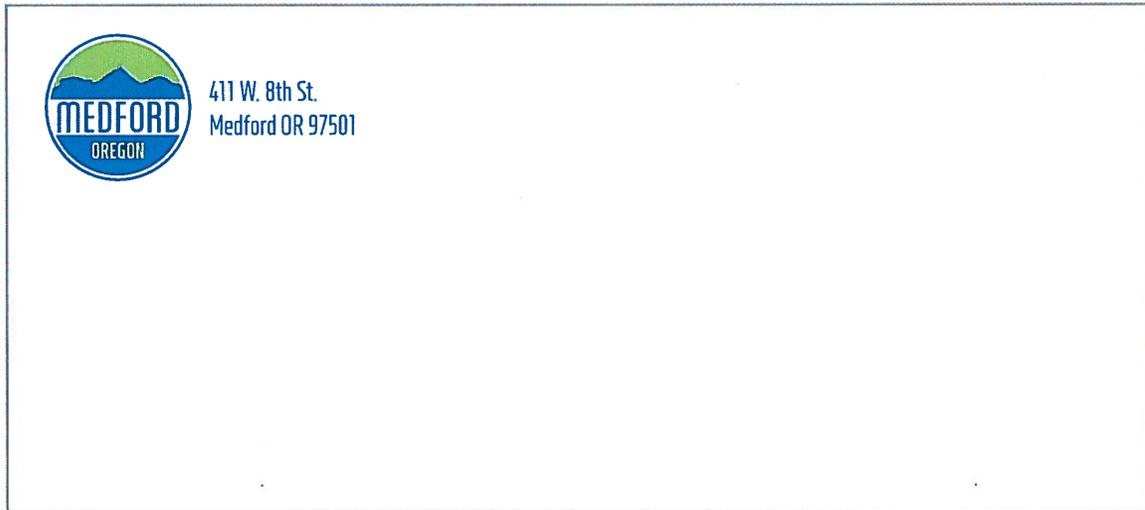
BUSINESS CARD (STANDARD BACK)



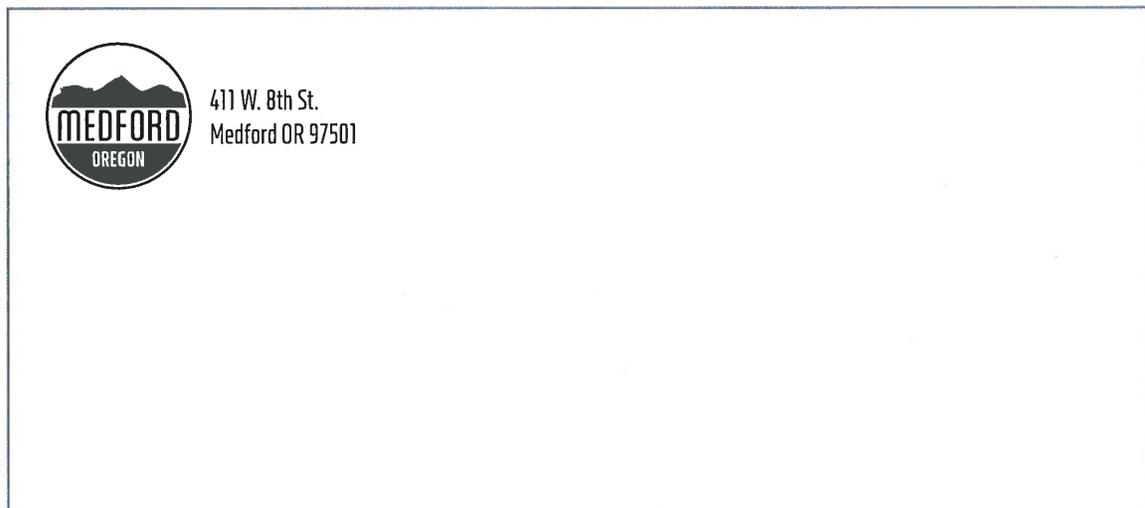
BUSINESS CARD (FRONT)



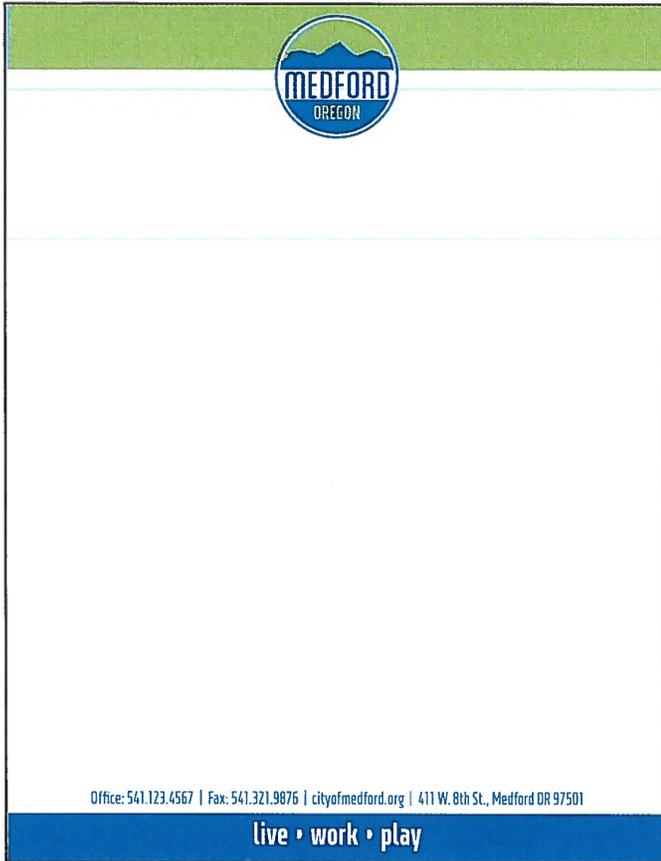
ENVELOPE (#10 STANDARD SIZE / COLOR)



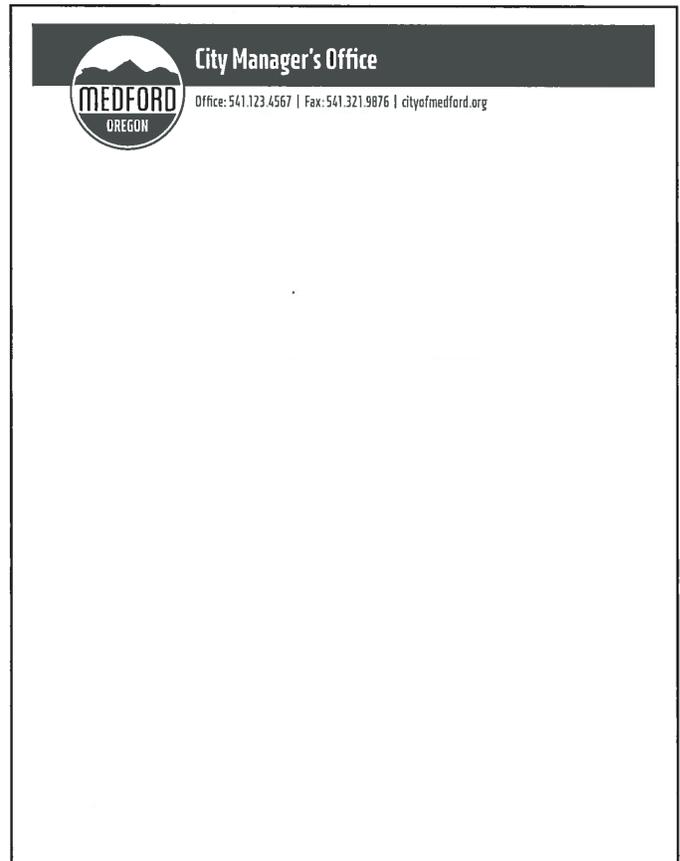
ENVELOPE (#10 STANDARD SIZE / BK)



LETTERHEAD (STANDARD LTR SIZE - PRE-PRINTED)

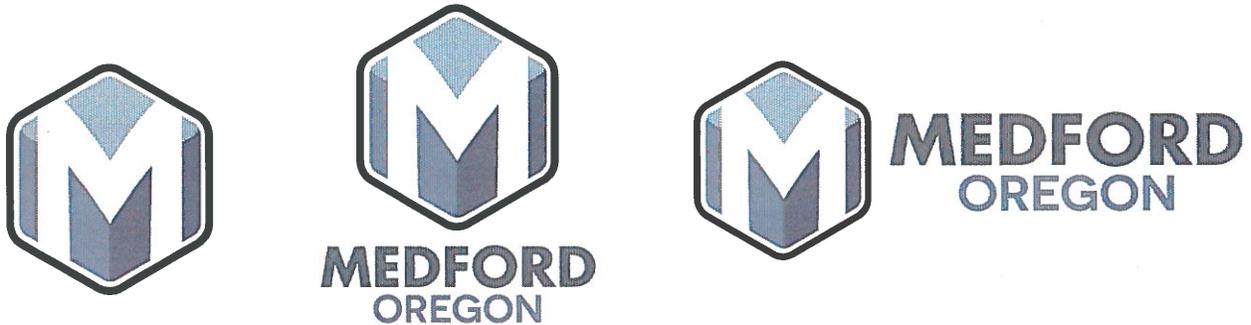


MEMO TEMPLATE (BW VERSION - PRINT ON DEMAND)



BUILDING BLOCK (MODIFIED) | ROUND 4

An update to the original 'Building Block' logo option, with a newly modified 'M' - still maintains a strong iconic presence. Modern with a touch of fun. The shape is interesting and can be seen as a hexagon or block. The block aspect can be utilized in motion graphics and subtly used to bolster the 'building' tagline(s). Orange symbolizes the vibrancy of the area. Green stands for our agricultural roots. Blue stands for the clean Water & Air of our valley. It is well suited for tradeshow and various trade publications to stand out in a crowded field. It is unique. It is memorable. It is versatile.



Logo/Icon can be modified for each department to utilize a unique tricolor scheme for that department without diminishing brand identifiability.



ALTERNATE USAGES WITH TAGLINE OPTION



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Alternate Color Ideas

1



**MEDFORD**  
OREGON



**MEDFORD**  
OREGON

2



**MEDFORD**  
OREGON



**MEDFORD**  
OREGON

3



**MEDFORD**  
OREGON



**MEDFORD**  
OREGON

4



**MEDFORD**  
OREGON



**MEDFORD**  
OREGON

AA1



CITY OF  
**MEDFORD**  
OREGON

AA2



CITY OF  
**MEDFORD**  
OREGON

BB2



CITY OF  
**MEDFORD**  
OREGON

BB1



CITY OF  
**MEDFORD**  
OREGON

CC2



CITY OF  
**MEDFORD**  
OREGON

CC1



CITY OF  
**MEDFORD**  
OREGON

DD1



CITY OF  
**MEDFORD**  
OREGON

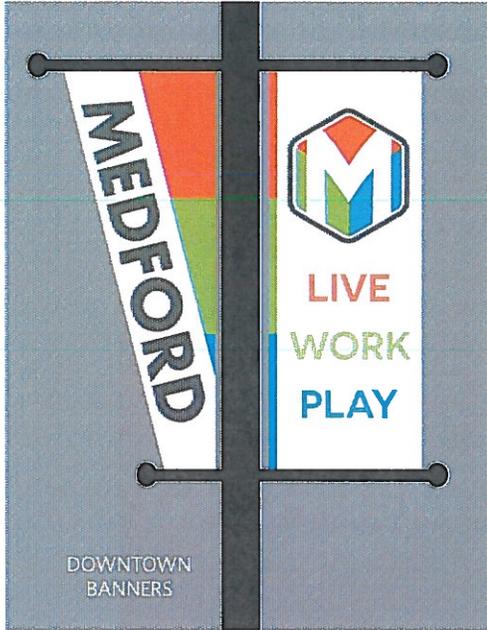
DD2



DD3



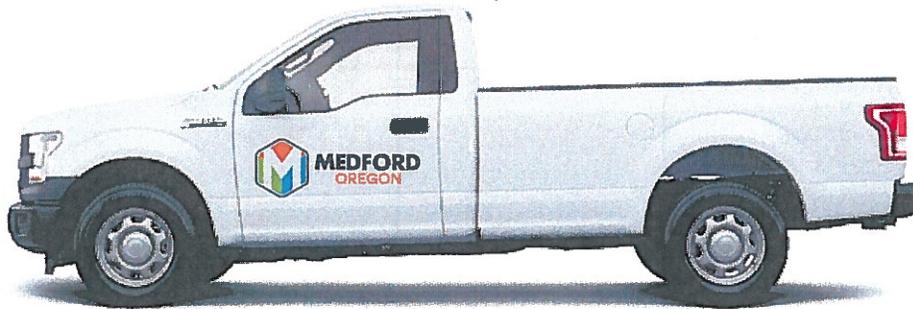
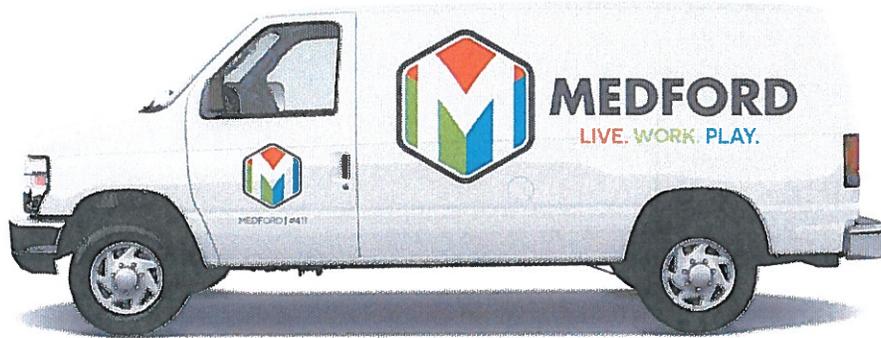
BUILDING BLOCK (MODIFIED) | VARIOUS APPLICATIONS



BUILDING DOORS

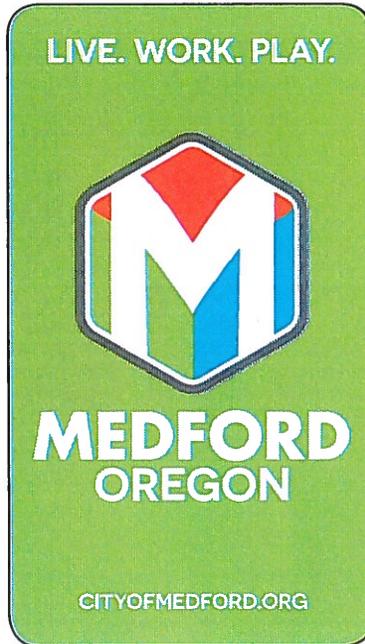


CITY VEHICLES



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BUSINESS CARD (STANDARD BACK - HIGH GLOSS RANDOMIZED/MIXED)



BUSINESS CARD (SATIN FRONT)



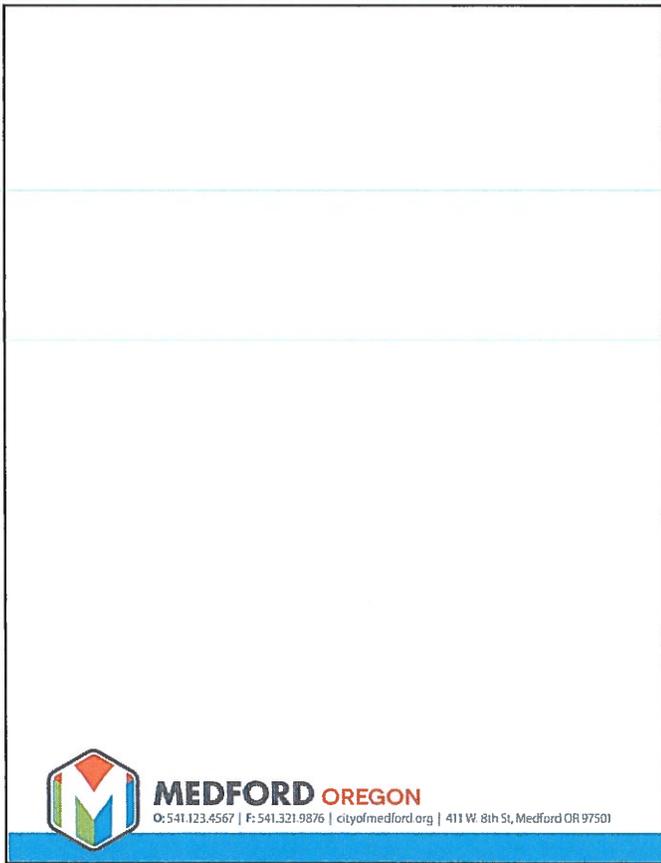
BUSINESS CARD (ALT/HORIZONTAL OPTION)



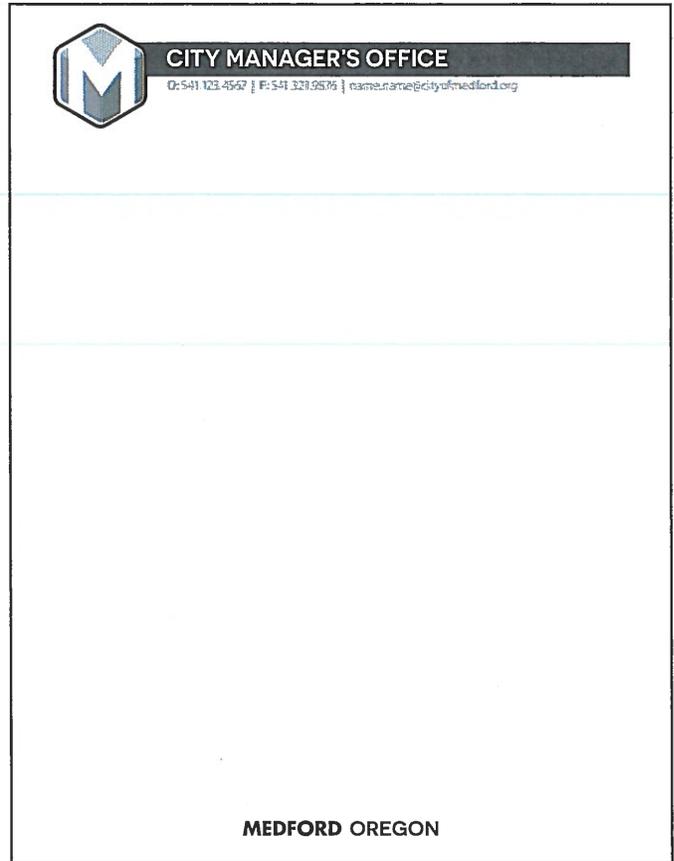
Color scheme is intentionally bright, invigorating and inviting. Keeping the colors bright keeps it positive, denoting growth and vibrant energy.

# BUILDING BLOCK (MODIFIED) | VARIOUS APPLICATIONS

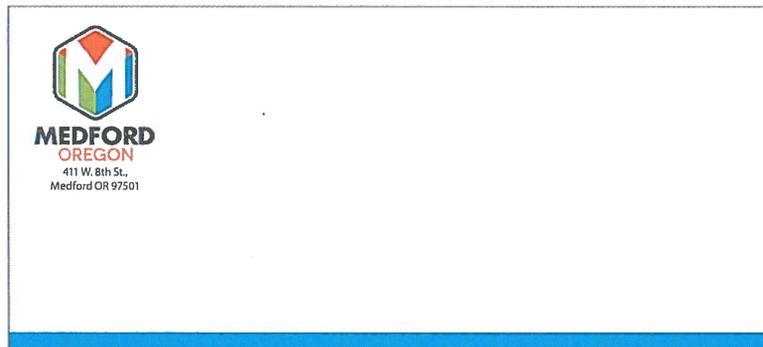
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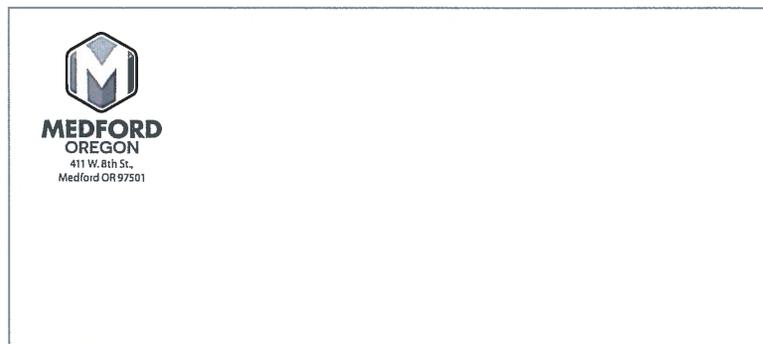
MEMO TEMPLATE (BW VERSION - PRINT ON DEMAND)



ENVELOPE (#10 STANDARD SIZE / COLOR)



ENVELOPE (#10 STANDARD SIZE / BK)



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