

INTER OFFICE MEMO

To: Marketing, Planning, & Legislative Committee Date: May 28, 2013

From: Mary Burdick, Sr. Manager of Marketing Reviewed by:

SUBJECT: County Connection Brand Options

Summary of Issues:

At the May Committee meeting staff reported on the progress made in revising and replacing the revised logo on most of the internal and public materials.

Staff also presented several images of buses using different color schemes with the logo placement both in the current position, and also placed at the top of the bus to maximize brand visibility when large format ads are placed on the buses.

Committee members agreed that placement at the top provided better visibility when large format advertising is on the bus. The field of design schemes was narrowed, and staff was asked to bring more color combinations to the June meeting. Staff was also asked to provide font options for the County Connection logo.

Staff Recommendation:

Review and discuss the color and graphic changes.

Financial Implication:

To be determined.



Current Branding





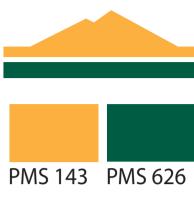


Color Shifts Colors used in Direct Mail Piece

PMS 143 PMS 1807



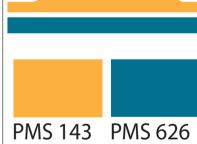










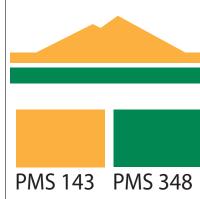




PMS 143 PMS 7494





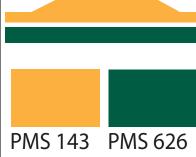












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