

City Council Agenda Report

Meeting Date: March 4, 2025
From: Daniel Calleros, Interim City Administrator
Department: City Administration
Submitted by: Diana Figueroa, Senior Management Analyst

Subject

New City of Vernon Logo and Tagline

Recommendation

Approve and authorize the use of the proposed City of Vernon Logo and Tagline on City collateral, clothing, vehicles, and signage designed for identification, communication, promotion, and marketing, and to visually represent the City's unique brand among existing Vernon stakeholders, prospective residents and businesses, policy makers, and surrounding communities.

Background

On May 7, 2024, Council approved a Services Agreement with MIG, Inc. (MIG) for City rebranding and strategic communication services to enable the development of a new Vernon brand platform, and the provision of strategic marketing and communications support (including media/Public Information Officer services) for the City. Upon agreement approval, MIG and City staff partnered to initiate the Vernon Rebranding project (a Year 1 target deliverable identified in MIG's scope of services). The City Rebranding project consists of stakeholder outreach, logo and tagline development, brand strategy, and asset production.

The purpose of the Rebranding project is to create a refreshed and modernized visual identity for the City, with a new logo and branding to serve as a vibrant representation of the Vernon community's unique character, heritage, and aspirations for the future. The project goal is to create a brand that clearly represents the City's value proposition to effectively communicate and enhance Vernon's image among existing Vernon stakeholders, prospective residents and businesses, policy makers, and surrounding communities.

Stakeholder engagement has been integral to the development of the proposed City logo and tagline. In July of 2024, City staff invited members of both the residential and business communities, and City staff to form a Rebranding Steering Committee (Committee) that would offer feedback and direction to facilitate the design of a modern visual identity for the City. The Committee was comprised of the Mayor and Mayor Pro-Tem, three residents, three business representatives, and eight members of City staff (16 total participants). Using their extensive experience, MIG led discussions among the Committee that targeted the collective sentiments of stakeholders to understand varying perspectives and experiences, visions for Vernon's future, and to gain a practical understanding of the types of logo colors, styles, and design elements that resonated with Committee members. All Committee conversations were instrumental in directing MIG in their creation of a logo and tagline that accurately represent present-day Vernon while simultaneously acknowledging the City's origins and history.

The initial Rebranding Steering Committee meeting was held on July 19, 2024, and subsequent meetings were held on October 28 and December 16 of 2024. Ultimately, to finalize the logo design and tagline that were to be presented to City Council, a survey was disseminated to the Committee on February 5, 2025. Survey results were assessed, and staff prepared the final logo and tagline selections accordingly. It is recommended that Council review the proposed assets

and deliberate on the final results of the City Rebranding project at its March 4, 2025 meeting. Upon Council's approval of the proposed logo design and tagline, staff will proceed with applications on City collateral, clothing, vehicles, and signage designed for identification, communication, promotion, and marketing to visually represent the City's unique brand. It is important to note that the City of Vernon official seal will remain intact and unchanged and will continue to be used when and where appropriate.

Fiscal Impact

There is no fiscal impact associated with this report.

Attachments

1. Proposed City of Vernon Logo and Tagline