

CULTURAL COMMISSION

STAFF REPORT

MEETING DATE: May 6, 2015

AGENDA ITEM NUMBER: 3D

APPLICANT: Vern L. Krahn, Senior Park Planner

REQUEST: For Possible Action: To replace the Cultural Commission's existing logo with a new logo and to use this new logo for the graphic banners along Fairview Drive in the Carson City Visitors Bureau's "Your Experience Starts Here" marketing campaign.

GENERAL DISCUSSION:

In previous meetings, the Commission has discussed the possibility of changing their existing logo (Exhibit A) to something graphically simpler. On March 15, 2015 the Cultural Commission voted to redesign the existing Cultural Commission's logo. Staff understands that the Commission's intent is to use this new logo as its new icon and to use this new logo on the graphic banners along Fairview Drive in the Carson City Visitors Bureau's "Your Experience Starts Here" marketing campaign. At the last meeting, the Commission requested Joel Dunn, Carson City Visitors Bureau Executive Director to develop this new logo. Using the professional graphic skills of Tara Burke from Computer Artistry, she was able to create a new logo, with different font styles for the Commission to review at this meeting (Exhibit B). Hopefully, the Commission can approve a new logo and select a font style or give clear direction to staff for changes to the logo so it can be modified in time for the CCVB upcoming marketing campaign.

RECOMMENDED ACTION: I move to replace the Cultural Commission's existing logo with a new logo and to use this new logo for the graphic banners along Fairview Drive in the Carson City Visitors Bureau's "Your Experience Starts Here" marketing campaign.

CARSON CITY

Arts

Culture

Humanities

Heritage

CULTURAL COMMISSION



Exhibit B



**CARSON CITY
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