



CITY OF TONKA BAY

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ITEM NO. 6A

Memo

To: Mayor and City Council
From: Lindy Crawford, City Administrator
Date: April 26, 2016
Re: Brand Identity

At the October 13, 2015 meeting, the City Council accepted the pro bono donation of brand identity services from the brand identity and design firm Franke+Fiorella. Since that time, the firm has been working with stakeholders in the community to create a new brand for Tonka Bay.

Resident and Account Manager Jill Maki presented the executive summary and visuals at the last City Council meeting. Since then staff and Maki have disbursed the information to the public even further through social media outlets, our website, email blasts, word of mouth, the public event Celebrate Wekota Park, and a display with comment cards at City Hall.

Tonight staff is seeking additional input from the public and Council and approval of the new brand identity.

Attachments

Tonka Bay Brand Identity Packet and Visuals

Council Action

Receive public input and motion to approve the new brand identity.