



**CITY OF TONKA BAY**  
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**ITEM NO. 6A**

# Memo

To: Mayor and City Council  
From: Lindy Crawford, City Administrator  
Date: April 12, 2016  
Re: Brand Identity

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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.

Tonka Bay resident and Franke+Fiorella Account Manager Jill Maki will be at the meeting to present an executive summary and additional visuals on the branding process and new identity application.

## **Attachments**

Tonka Bay Brand Identity Packet

## **Council Action**

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