

**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: 5.b

Title:

Recommendation to Approve Updates to the City of St. Charles Logo

Presenter:

Lisa Garhan

Meeting: Government Operations Committee

Date: July 15, 2019

Proposed Cost: \$

Budgeted Amount:

Not Budgeted: ☐**Executive Summary** (*if not budgeted please explain*):

A refresh of the City of St. Charles logo is recommended to better clarify the City's identity. The proposed refresh only addresses clarifications and inconsistencies in the text portion of the logo. The main portion of the logo—the graphic of the fox near the river with the Municipal Building in the background—will remain the same.

Currently there are two logos in use: a logo which has served as the official logo dating back to 1998, and a more recently developed version that has a more horizontal orientation. In order to bring the two versions into alignment for consistency, the attached refresh proposes:

1. Adding "City of" to the words "St. Charles" on the vertical logo
2. Adding "Illinois" to the vertical logo
3. Using the same font and text color in both versions.

**Attachments** (*please list*):

Proposed logo illustration

**Recommendation/Suggested Action** (*briefly explain*):

Recommendation to Approve Updates to the Logo for the City of St. Charles

# CURRENT LOGOS

Vertical Orientation Logo



Should say "City of St. Charles" to distinguish our organization from the Township--often a point of confusion

Different typefaces, design elements and type color treatments are used. These need to be consistent

Should add "Illinois" to distinguish us from other St. Charles communities (Missouri, etc.)

Horizontal Orientation Logo



## PROPOSED LOGOS



CITY OF  
ST. CHARLES

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ILLINOIS ♦ 1834



CITY OF  
ST. CHARLES

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ILLINOIS ♦ 1834