

Legislation Text

File #: ROGC 22-026, **Version:** 1

New Official Logo of San José. (Mayor)

Direct the City Manager to:

1. Make the widely-embraced “San José” logo created by Native Digital as the official logo of the City of San José;
2. Return to Council with a timeline for phasing out the current City of San José “sun” logo, and integrating the new logo on all City assets in a manner that minimizes any expenditure of public resources;
 - a. Phase 1: Immediate conversion of the logo on City and department websites, social media, other digital assets, newsletters, presentations, and future produced printed collateral;
 - b. Phase 2: As printed stationery, business cards, and other collateral are exhausted, replacement of those printed materials with those bearing the new logo;
 - c. Phase 3: For consideration in future budget seasons, logo conversion on physical assets, such as park and community center signage, and the City vehicle fleet.
3. Allocate \$20,000 for the immediate transition of digital assets to the new logo, and development of branding guidelines with Native Digital.
4. Review licensing agreement with Team San Jose for the production of branded merchandise including t-shirts and other items, and explore expanding the agreement to other local vendors, including San Jose Made and other small local businesses.
 - a. Utilize funds earned through licensing agreements or direct sales of official logoed merchandise to help fund Phase 2 and Phase 3 of the branding plan.