



ITEM # 13

DATE: January 7, 2015
TO: Board of Directors
FROM: Cynthia Torres Duque, Communications and Marketing Manager *CTD*
SUBJECT: Provide Feedback on GCTD Logo Options and Authorize General Manager to Finalize the Design.

I. EXECUTIVE SUMMARY

Over the last few months, staff has been working closely with Deen Design, an Oxnard-based graphic design studio, to develop a new logo. After presenting a first draft to the Board in October and incorporating subsequent community input, staff is requesting that the Board provide final input and authorize the General Manager to approve the final design.

II. BACKGROUND

Gold Coast Transit District has undergone exciting growth over the last year, including the passage of Assembly Bill 664, launching the design on the new Maintenance and Operations Facility, and most recently, the purchase of up to 14 new buses. The agency has additional plans for the future such as redesigning its website and bus stops, both for the purpose of better functionality and visual appeal. As part of this momentum, staff determined that it was an appropriate time to revitalize the agency's logo.

With that said, GCTD has been working with Deen Design to conceptualize and develop a new logo that evokes the agency's vision of a more modern, clean and efficient future. Staff reviewed several designs, gathered staff and community input, and narrowed down the options to those being presented. Once additional input is received and one option is selected, staff will move forward with finalizing the design. There are several upcoming deadlines, including color options for the new vehicles that require the use of the new logo.

III. SUMMARY & RECOMMENDED ACTION

Staff requests feedback on the GCTD logo options and recommends that the Board authorize the General Manager to finalize the design.

General Manager's Concurrence

Steven P. Brown