



ITEM # 9

DATE: October 1, 2014
TO: Board of Directors
FROM: Cynthia Torres Duque, Communications and Marketing Manager
SUBJECT: Review and Provide Input on New Gold Coast Transit District Logo

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 reflecting the agency's name change to Gold Coast Transit District. After reviewing different options, staff is requesting input from the Board of Directors on the current logo design before moving into the implementation phase.

II. BACKGROUND

On July 1, 2014, Gold Coast Transit became Gold Coast Transit District, per Assembly Bill 664 signed by Governor Jerry Brown on October 3, 2013. Since then, staff has worked with Deen Design to conceptualize and develop a new logo to reflect not only our name change, but one that evokes the agency's vision of a more modern, clean and efficient future.

Staff reviewed several designs and narrowed it down to the logo being presented. Based on input received today, staff will work on refining the logo design and present a more finished version in future meetings.

III. SUMMARY & RECOMMENDATION ACTION

It is recommended that the Board of Directors review and provide input on the new Gold Coast Transit District Logo.

General Manager's Concurrence

A handwritten signature in blue ink that reads 'Steven P. Brown'. The signature is written in a cursive style and is positioned above a horizontal line.

Steven P. Brown