

Office of the City Manager

City of Richland Hills, Texas

Memorandum

To: Honorable Mayor Bill Agan and members of the Richland Hills City Council
From: Eric Strong
Date: January 7, 2014
Subject: City Logo

Council Action Requested:

Consider approval of a new City Logo

Background Information:

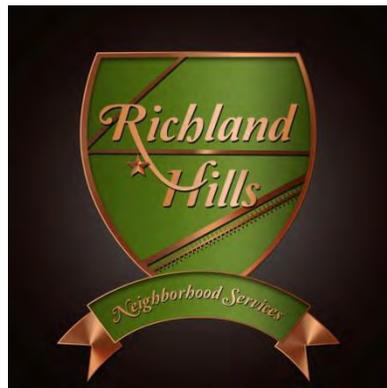
One of the issues that has been brought up informally with staff by various members of the City Council since I have been here is the desire to consider a new City Logo. Our current logo appears to be outdated and too busy. The current logo can be seen below:



Recently, Councilmember Goveas brought in the following idea for a City Logo (see next page). This proposed logo was on the agenda on November 7, 2013 for discussion and consideration. At that time, it was tabled to allow for further consideration.



Councilmember Goveas also brought in variations on this logo that can be used for each department, which can be seen below:



Obviously, these are not all the departments, and we could continue to develop different color schemes for other departments as needed.

Staff would like to get feedback from the Council regarding their thoughts on replacing the existing logo and using the above logo as the new, official City Logo. If approved, we

would begin phasing the new logo in over time. We would continue to use supplies (paper, business cards, etc) that have the existing logo until they run out, at which time this new logo would be utilized.

If Council would prefer to continue evaluating options, we can commission some other design ideas from other sources in order to provide different viewpoints and comparisons.

Board/Citizen Input: N/A

Financial Impact: N/A

Staff Contacts:

Eric Strong
Assistant City Manager
estrong@richlandhills.com

Attachments: N/A