

## TOWN COUNCIL STAFF REPORT

Title: Authorize staff to develop a new logo for the Town of Mammoth Lakes.

Meeting Date: September 6, 2023

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### **RECOMMENDATION:**

Authorize staff to develop a new logo for the Town of Mammoth Lakes.

### **BACKGROUND AND ANALYSIS:**

The Town of Mammoth Lakes has been using its current logo since 2011 both in the capacity of marketing the Town and to represent the Town of Mammoth Lakes as a municipal entity. Prior to 2011, the Town used a different logo that looked more like an official seal, pictured below.



Current Town logo since 2011.



Previous Town logo.

When Mammoth Lakes Tourism (MLT) took over marketing for the Town, they worked to develop the new/current Town logo. When the logo was developed, the Town of Mammoth Lakes also began utilizing the logo for official Town purposes. The logo is owned by MLT and therefore MLT has the authority to print, distribute, modify, and otherwise oversee use of the logo.

Recent review of the Town's Municipal Code Chapter 1.24, Town Logo, brought to light some concerns about the use of the Town logo for official Town purposes. Specifically, the Municipal Code states: *"No person other than an officer or employee of the town, shall use the town logo, ... for any purpose except to the extent authorized to do so."*

It also requires that any use of the Town logo for anything other than official Town business be approved by the Town Manager: *"Use of the town logo, or any ... reproduction thereof, by any person, corporation, or organization shall be subject to the prior approval of the town manager and the conditions herein provided."*

Since the Town does not own the logo, we do not have the ability to authorize or control use of the logo. Town staff are regularly out in the field working at our facilities, conducting inspections, and providing numerous other services to the community. Staff uniforms

should reflect their authority to represent the Town in an official capacity. A separate, municipal logo, would allow Town staff, vehicles, and equipment to be clearly identified as being associated with the Town of Mammoth Lakes as a government agency, separate from Mammoth Lakes as a tourist destination.

It is unusual for a municipality not to control its own logo. We have not had any major issues to date, however it is important for the municipality to have its own identity. As shown on the attached table, it is common for municipalities to have logos separate from those used for marketing purposes. Many of the municipal logos are more like an official seal, whereas the marketing logos have a more commercial look.

The Town currently works with a contracted graphic design firm, Mammoth Lakes Creative, which was selected through a competitive process in 2019. Mammoth Lakes Creative has worked to develop branded materials for most of the Town's collateral, and we would work with them to ensure the new Town of Mammoth Lakes logo is consistent with the branding work that has been done to date.

2024 will mark the 40th anniversary of the Town's incorporation. Timing and rollout of a new logo would coincide with the anniversary, and would be a good opportunity for the Town to get the logo out into the public.

### **OPTIONS ANALYSIS**

**Option 1:** Authorize staff to move forward with the development of a new logo for the Town of Mammoth Lakes.


**Option 2:** Authorize staff to continue using the existing Town logo and update the Municipal Code to reflect our current practices and authority.

### **FINANCIAL CONSIDERATIONS:**

A rough estimate of the cost to develop a new logo would be in the \$7,500 to \$10,000 range. This would include the logo development and a brand package (secondary logos, other assets and style guide). There would also be costs associated with rebranding Town vehicles, updating signage in the Council Chamber, printing new business cards, etc. Staff would plan to phase these updates over a period of time in order to spread out those costs.

### **LEGAL CONSIDERATIONS:**

The current Town logo does not give Town staff any authority as "officers of the Town" and there is nothing prohibiting members of the public from wearing the logo or using the logo for any number of purposes. Additionally, since the Town does not currently own its logo, there are a number of sections in Chapter 1.24 of the Municipal Code that we are currently unable to comply with.

	Marketing logo	Municipal logo
Big Bear		
Mono County		
Bishop		
Truckee		
Inyo County		
Napa		
Pismo Beach		
Paso Robles		
San Luis Obispo		
Palm Springs		

