

# TOWN COUNCIL STAFF REPORT

Title: Approve official Town of Mammoth Lakes logo.

Meeting Date: February 19, 2025

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## **RECOMMENDATION:**

Approve official Town of Mammoth Lakes logo.

## **BACKGROUND:**

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 Mammoth Lakes and Town logo since 2011.



Previous Town logo.

The current logo has been very successful at marketing and branding Mammoth Lakes and is widely distributed. The Town's Municipal Code has very specific requirements for the use and distribution of the Town name and logo, and the current Mammoth Lakes logo doesn't meet those requirements since it's so publicly accessible.

Municipal Code 1.24.010 states: *"The Town logo is a design used for the purpose of symbolically representing the authority of the Town and the capacity of its officers, employees, and agents as representatives of the Town."*

M.C. Section 1.24.030 (a) states: *"No person other than an officer or employee of the Town, shall use the Town logo or any representation thereof or the words "Town of Mammoth Lakes" for any purpose except to the extent authorized to do so."*

## **ANALYSIS:**

On September 6, 2023, the Town Council authorized staff to "develop a new logo for the Town of Mammoth Lakes using an iteration of the current Town logo that clearly defines

the Town of Mammoth. Direct staff to work with Mammoth Lakes Tourism (MLT) and bring the item back to Council for implementation.”

Since that time, staff has been working with our contract graphic design team, Mammoth Lakes Creative, to design a new logo for the Town of Mammoth Lakes. The Town has been working with Mammoth Lakes Creative since 2019, and over the years they have developed informal “branding” for the Town, including font types and a color scheme, which were used on the Town’s website redesign as well as on numerous collateral that is published by the Town. It made sense to build on these branding efforts to develop a logo that is both consistent with existing Town branding and complimentary to the existing Mammoth Lakes marketing logo.

Staff provided the following design direction to Mammoth Lakes Creative:

- Include “Town of Mammoth Lakes” and “Incorporated 1984”.
- Limited color palette to reflect current logo relationship (Town Blue) and other TOML branding done by MLC to date. Use same or similar color palette as used for website redesign.
- “Iteration” of current Mammoth Lakes logo.
- Able to have several layouts of the logo for different uses/placement.
- Ability to include department name in at least one version of the logo.
- Color and black and white versions.
- Easy-to-read font.
- Adjectives: timeless, official, distinguishable.
- Uses: Print, web, embroidery on uniforms, signage, vehicle decals.
- Include the following elements: water, trees, sky, snow, and mountains.

A design committee was established that consisted of the following members: Councilmembers Chris Bubser and Amanda Rice, John Urdi representing Mammoth Lakes Tourism, and staff members Stu Brown, Pam Kobylarz, and Rob Patterson. Through the process, the committee was presented with several initial design concepts and worked through approximately nine revisions to get to the final product. Today staff is requesting that Town Council approve the “primary” version of the logo. The committee has approved the proposed logo.



Proposed Town of Mammoth Lakes official logo.

Next steps: Once the primary logo is approved, staff will work with Mammoth Lakes Creative on the following implementation process:

- Work to design and approve 1-2 supplemental logo designs (horizontal and/or other formats)
- Determine whether departmental color schemes will be used and develop as appropriate.
- Develop use and branding guidelines.
- Develop and start using new business cards, letterhead, etc. Develop and install signage as and where appropriate.

The existing Mammoth Lakes marketing logo will continue to be used by the Town for a variety of reasons including on public-facing signage and at the CRC. The Mammoth Lakes logo will continue to serve as the marketing logo for the entire Town. The new Town of Mammoth Lakes logo will be limited in its use and distribution only for official Town purposes including on vehicles, Town Council chamber signage, staff uniforms when out in the field, and on official correspondence from the Town.

## **OPTIONS ANALYSIS**

**Option 1:** Approve the official Town of Mammoth Lakes logo.

**Option 2:** Do not approve the official Town of Mammoth Lakes logo and provide staff with direction.

## **FINANCIAL CONSIDERATIONS:**

There will be some costs associated with implementing the new logo, including purchasing signage, vehicle decals, and other items. For some items, such as envelopes, we will use up current stock prior to purchasing new ones. Staff will work to develop a full plan for implementation.

## **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. Therefore, the Town is not able to comply with its own Municipal Code with the current logo.

## **Attachments:**

Draft logo packet