

MEMORANDUM

DATE: February 20, 2020

TO: Mayor Kevin White & City Council

FROM: Lynn Kitchens, Director of Marketing

SUBJECT: Logo for Active Living Plan for City of Mineola

Council Meeting Agenda Item for February 24, 2020

Background Information:

City of Mineola has been working with Northeast Texas Public Health District (NET Health) in the development of an Active Living Plan. That plan was presented to this Council on March 25, 2019 and approved as the official plan for the City of Mineola. Some members of the Active Living Plan committee (Mayor Kevin White, City Manager Mercy Rushing, Marketing Director Lynn Kitchens, NET Health's Paula Thomas, NET Health's Terrance Ates) met February 13, 2020 to review the promotional video and printed portfolio that will be used to launch the plan publicly in the coming months. In the course of review, the creation of a logo for the plan was discussed and the results is a draft presented to you today.

The Active Living Plan logo uses the same design as the City of Mineola logo to make it instantly recognizable as relating to Mineola, TX. But the train that is featured in the City logo has been replaced with silhouettes of two runners, male and female, to represent activity. This logo would be used on all print materials, video, social media and internet, promotional items, etc. for the purpose of branding the Active Living Plan as the official plan for the City of Mineola.

The Marketing Department is requesting that the logo design presented be approved by Mineola City Council and adopted as the official logo for the Mineola Active Living Plan.

Recommendation:

Disposition:

