



**CITY OF FORT BRAGG**

416 N. FRANKLIN, FORT BRAGG, CA 95437  
PHONE 707/961-2823 FAX 707/961-2802

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**COUNCIL COMMITTEE ITEM SUMMARY REPORT**

**MEETING DATE:** November 28, 2017  
**TO:** Community Development Committee  
**FROM:** Jennifer Owen, Special Projects Manager  
**AGENDA ITEM TITLE:** Receive Report and Provide Recommendation Regarding Brand Concept Delivery

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**ISSUE/SUMMARY:**

On August 14, 2017, City Council approved a contract with Double Martini, Inc. DBA Revel Brand Design to develop a brand for Visit Fort Bragg. The first “deliverable” in Revel’s contracted scope of work is an initial presentation of three distinct brand concepts. Revel has developed three brand alternatives based on their research about Fort Bragg, which has included: Fort Bragg site visits, interviews with stakeholders and area visitors, local and industry research, and design trend review. The brand concepts form the foundation upon which other branding tasks, including tagline/messaging and logo, will be developed. The Revel team will attend the CDC meeting to present the three branding concepts. The Visit Fort Bragg committee will also attend the CDC meeting to receive the presentation of the three brand concepts. The goal of the CDC meeting is to reach consensus on a single brand concept to recommend to City Council. The three concepts and the brand recommendation of the Visit Fort Bragg committee and CDC will be presented to City Council on December 11, 2017, by Aspen Logan, the Visit Fort Bragg Project Manager, who is managing the branding activity.

**RECOMMENDATION:**

Receive the Revel Brand Design presentation and recommend one of the three brand concepts to City Council.

**ATTACHMENTS:**

None.