



**CITY OF FORT BRAGG**

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**COUNCIL COMMITTEE ITEM SUMMARY REPORT**

**MEETING DATE:** February 13, 2018  
**TO:** Community Development Committee  
**FROM:** Scott Perkins, Special Projects Manager  
**AGENDA ITEM TITLE:** Receive Report and Provide Recommendation to City Council Regarding Logo 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 branding for Visit Fort Bragg. Revel met with the Visit Fort Bragg committee in November and again in January to discuss their approach to logo design and branding. Revel also met with the Community Development Committee (CDC) in November and the City Council in December to discuss branding 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, are developed.

Revel has now produced three distinct logo concepts for CDC review and recommendation. 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 recommendation of the Visit Fort Bragg committee and CDC will be presented to City Council on February 26, 2018.

**RECOMMENDATION:**

Receive the Revel logo concepts presentation and recommend one of the three logo concepts to City Council.

**ATTACHMENTS:**

None.