



## WESTSIDE CITIES

- BEVERLY HILLS
- CULVER CITY
- LOS ANGELES
- SANTA MONICA
- WEST HOLLYWOOD
- COUNTY OF LOS ANGELES

**Date:** February 4, 2009

**TO:** Sustainability Committee

**FROM:** Gordon R. Anderson, Interim Executive Director

**SUBJECT:** Branding of WSCCOG Sustainability Efforts/Documents

### **Recommended Action:**

That the Committee review the draft ideas/logos and provide input to Staff and the Interim Executive Director.

### **Background**

At the December 18, 2008 Sustainability Committee meeting, the committee was informed that the City Managers concurred with the suggestion and authorized staff to collaborate on "branding" concepts. Since then, Dean Kubani has been working with the Santa Monica graphics consultant to prepare some draft ideas/logos for the Committee to review. Mr. David Cowan, graphics consultant will present his draft ideas/logos at the committee meeting.