

WESTSIDE CITIES

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

Date: March 19, 2009
TO: Westside Cities Council of Governments
FROM: Gordon R. Anderson, Interim Executive Director
SUBJECT: Branding of WSCCOG Sustainability Efforts/Documents

Recommendation

It is recommended that the Governing Board review the draft ideas/logos and provide input for further development by the COG Sustainability Committee.

Background

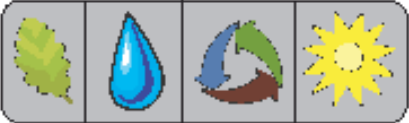
At its February meeting, the COG Sustainability Committee reviewed the attached ideas and logos designed by Dave Cowan, Cowan Communication Arts, the design firm that works with the City of Santa Monica’s Office Sustainability and the Environment. Following significant discussion on “who is the intended audience” and “what type of materials would be branded”, Mr. Cowan was to take what he heard and give additional thought to some design alternatives.

The Liaison/Technical committee reviewed the draft designs and although the Sustainability Committee is making a recommendation of the second logo, it was felt that discussion with the full COG Board would be helpful. Therefore, Mr. Cowan will be asked to have a similar discussion on “who is the intended audience” and “what type of materials would be branded.” As well, to share any additional thoughts he may have.

Westside Cities Council of Governments Sustainable Committee Logo Comps 1



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