



Agenda Item: 7.C
Date of Meeting: April 27, 2026
Department: Administration

STAFF REPORT

To: City Council
From: Pam Foster
Subject: **New City Logo Presentation**
Prepared On: April 22, 2026

Background/History:

The City engaged SharpEnd Designs, a local graphic design firm owned and operated by Keri Davis, to lead the development of a new logo. SharpEnd Designs is known for its collaborative and creative design process, emphasizing research, exploration of visual identity, and iterative refinement to produce designs that reflect a client's vision and message.

Their approach includes evaluating industry trends, developing multiple design concepts, and working closely with clients to refine and finalize a visual identity that is both meaningful and functional across various applications.

As part of this effort, the City prioritized working with local creatives to ensure the logo reflects the unique character of the Eastern Sierra region.

The artwork incorporated into the final logo was created by Annie Logan, a local artist recognized for her distinctive, regionally inspired style. Her work often features landscapes and imagery from the Sierra Nevada and surrounding areas, capturing the natural beauty and identity of the region through stylized compositions and bold visual elements.

Ms. Logan has experience in both fine art and commercial design, including commissioned work and collaborations on branding and product design projects.

Analysis/Discussion:

The resulting logo represents a collaboration between professional graphic design and local artistic expression. This partnership supports the City's goal of highlighting local talent while creating a cohesive and recognizable brand identity.

The new logo is intended for use across City communications, signage, digital platforms, and promotional materials, helping to unify the City's visual presence moving forward.

Impacts to Council Goals and Strategic Planning Priorities:

Creation of a new logo was a part of the 25-26 Strategic Plan.

Budget Impacts:

The cost of the rolling out the new logo will be included in the FY 26-27 budget.

Legal Review:

N/A

Recommended Action:

Allow staff to unveil the creation and adoption of a new City of Bishop logo, developed to reflect the City's identity, character, and sense of place.

Approved By: Pam Foster 4/22/2026

Approved By:

Approved By:

Approved By: