

Park & Recreation Commission Item

March 24, 2026



Item	Recommend 4th of July Celebration Event Logo Concept
Item No:	G.3
Agenda Section	<u>GENERAL BUSINESS</u>
Prepared By	Priya Wall, Recreation Manager

SUGGESTED ACTION

"The Park and Recreation Commission recommends logo concept #[X] to be used for marketing, promoting, and branding the 43rd annual 4th of July Celebration."

SUMMARY

BACKGROUND

Each year, a logo is designed to market, promote, and brand the annual 4th of July Celebration. In addition to branding the event, the logo is featured on T-shirts, which are available to the public for sale and provided to staff and volunteers working the event.

The logo concept recommended should be festive, generate excitement, be clear, and readable. It should tie in to previous event logos to be recognizable, but also be distinguishable as its own unique design.

With the exception of 2023, all previous logos were designed in-house by City Staff. 2026's logo concepts have also been designed in-house by the communications team.

DISCUSSION

The Commission will discuss and recommend the preferred logo concept for the 43rd annual 4th of July Celebration. Recommended logo concept will be refined and published with initial event promotions in April 2026.

RECOMMENDATION

The Park and Recreation Commission recommends logo concept #[X] to be used for marketing,

promoting, and branding the 43rd annual 4th of July Celebration.

ATTACHMENTS

[2026 Logo Concepts #1-#4](#)

[Past logos 2002-2025](#)