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CITY COUNCIL MEETING AGENDA ITEM REPORT

DATE: September 25, 2024

SUBMITTED BY: Corey Fortin, City Administration

ITEM TYPE: Resolution

AGENDA SECTION: CONSENT AGENDA

SUBJECT: Resolution 24-81 - City of Bradenton Identity and Visual Branding Guidelines Policy

SUGGESTED ACTION: Approve and adopt Identity and Visual Branding Guidelines Policy.

Is this item Quasi-Judicial?

No

Does this item require a public hearing?

No

EXPLANATION:

It is important for the City to create consistency in the use of the City's visual identity and branding to allow the City's residents and visitors to recognize and create trust in a City communication, event or program, and improve customer relations and satisfaction.

This policy will establish the guidelines and standards to be followed by City personnel, with the exception of Police and Fire, in the use and management of the City's visual identity and branding.

FINANCIAL IMPACT:

N/A

ATTORNEY REVIEW/RECOMMENDATION:

Approved

SUGGESTED MOTION:

Motion to approve and adopt Resolution 24-81.

ATTACHMENTS:

