



# City of San Antonio

## Agenda Memorandum

**File Number:**16-1759

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**Agenda Item Number:** 7.

**Agenda Date:** 6/7/2016

**In Control:** Early Childhood Education Municipal Development Corporation Board of Directors

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**DEPARTMENT:** Pre-K 4 SA

**DEPARTMENT HEAD:** Kathy Bruck, CEO

**COUNCIL DISTRICTS IMPACTED:** City Wide

### **SUBJECT:**

Redesigned Logo and Tagline

### **SUMMARY:**

This item includes a briefing and Board consideration to approve the redesigned Pre-K 4 SA logo and tagline.

### **BACKGROUND INFORMATION:**

Pre-K 4 SA has utilized three different logos over the last 3 - 4 years. The new logo will create a holistic identity for the program which will be used to drive brand recognition in the marketplace. The new logo package will serve as an umbrella identity for the overall program which can be tailored for use by individual Education Centers and Professional Development.

Agency was asked to develop multiple conceptual themes with three consumer audiences in mind: (1) families, (2) educators, and (3) general public. Agency was to develop work against the following criteria:

- Is it impactful? Does it stand out and catch your eye?
- Is it meaningful? Does it support your organizations goals and objectives?
- Is it differentiated enough from your 'competition' and does it avoid obvious visual clichés?
- Is it authentic? Does it feel genuine and appropriate for what you do, who you do it for and who you want to reach?
- Does it have enduring value? Will it stand the test of time, and look just as fresh in several years as it does now? Logo designs can fall into trendy traps.
- Is it flexible? Will it work across different media, such as your website, business card, tote bag,

PowerPoint slide, email newsletter, etc.

Feedback sessions were conducted among in order to identify final staff recommendation: CEO, Directors and Assistant Directors, Staff and Faculty, Parents, as well as select members of community at large.

**ISSUE:**

The strategic criteria used to develop Pre-K 4 SA branding, as well as a brief summary of the development and input methodologies used to select final staff recommendation. The brand will be relaunched over the summer with a large media and Public Relations push in preparation for the fall. The board is asked to approve the new logo and tagline.

**ALTERNATIVES:**

If the Board does not approve the redesigned Pre-K 4 SA logo and tagline, the program will continue to use the existing “bubble font” logo used over the past year.

**FISCAL IMPACT:**

There is no fiscal impact associated with this item.

**RECOMMENDATION:**

Staff recommends for the Board to approve the redesigned Pre-K 4 SA logo and tagline.