

REPORT TO CITY COUNCIL

DATE: SEPTEMBER 28, 2005

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: GREG RAMIREZ, CITY MANAGER

BY: DALE SUMERSILLE, RECREATION MANAGER

SUBJECT: REYES ADOBE HISTORICAL SITE LOGO

The Reyes Adobe Citizens Committee met on Tuesday, August 23, 2005. One of the topics of the meeting was to review, discuss and to accept an “official” logo for the Reyes Adobe historical site.

The committee was presented with 8 logos to review which were designed by Michael Lang of Locomotive Design. After discussion, the committee endorsed and fully supported the attached logo. Members thought that the logo was simple yet had an old world feeling. They loved the papyrus font, the antique border and thought that it was important to have the full name “Reyes Adobe Historical Site” on the logo. Many historical sites use their main facility as the official logo or insignia.

The Reyes Adobe historical site logo will be used in a variety of forms, such as, but not limited to, historical site brochures, signage at the site (interpretive areas, plant markers, displays inside the house and museum, postcards, entrance signage), website, quarterly city recreation brochures and newsletters, newspaper ads, docent manuals, and historical site forms.

RECOMMENDATION

The Reyes Adobe Citizens Committee recommends the approval of the attached logo for the Reyes Adobe historical site.

Attachments: Reyes Adobe historical site logo