

COUNCIL DECISION REQUEST

SUBJECT: Town of Payson Logo combined with Approved Town Slogan.

MEETING DATE: September 3, 2015

PAYSON GOAL: NEW: X EXISTING:

ITEM NO.:

TENTATIVE SCHEDULE:

SUBMITTED BY: Cameron Davis
Parks, Recreation and Tourism Director

AMOUNT BUDGETED: N/A

SUBMITTAL TO AGENDA
APPROVED BY TOWN MANAGER

EXPENDITURE REQUIRED: N/A

CONT. FUNDING REQUIRED:

EXHIBITS (If Applicable, To Be Attached):
Exhibit A - Logo combined with Town Slogan

POSSIBLE MOTION

I move to modify the Town of Payson Logo (Tree and the word "Payson") by combining it with the Town Slogan, "Arizona's Cool Mountain Town" that was approved as the official Town Slogan in 2008 by the Town Council with the combination of the two being the official Town of Payson Logo.

SUMMARY OF THE BASIS FOR POSSIBLE MOTION:

This is a formal motion to help combine the official Town Logo with the Town Slogan so as to most effectively brand the Town of Payson. Our goal here is to help people not only visually recognize the Town of Payson logo but also position the Town of Payson's benefits, outcome or experience in the minds of the people who see it. For example here are several companies that use this strategy; GE – We bring good things to life"... the words GE appears before the tagline. "Let your fingers do the walking," was supplemented with the distinctive Yellow Pages logo. The statement "Just Do It" accompanies the distinctive Nike Swoosh. Or the picture of a Chevy Truck tied to the words: "Like a rock."

PROS: _____

- This formal combination will allow the Town to continue its branding efforts as "Arizona's Cool Mountain Town". Wherever the Logo goes the slogan will accompany it. The logo with the combined slogan will be trademarked. This motion if approved will also help to formalize a standard as to how the Town of Payson is branded to the general public. This standard will then be followed by all Town Departments.

CONS: None

PUBLIC INPUT (if any):

BOARD/COMMITTEE/COMMISSION ACTIONS/RECOMMENDATIONS (if any) (give dates and attach minutes):

SEP 03 2015 I, 2

EXHIBIT A

CURRENT TOWN LOGO



PROPOSED LOGO WITH SLOGAN

