



Human Relations Commission Memorandum

City of Arts & Innovation

TO: HONORABLE COMMISSIONERS DATE: APRIL 25, 2024

FROM: HUMAN RELATIONS COMMISSION WARDS: ALL
AD HOC COMMITTEE CHAIR

SUBJECT: REVIEW AND SELECTION OF HUMAN RELATIONS COMMISSION LOGO

ISSUE:

Receive and an update from the Marketing Ad Hoc Committee on proposed Human Relations Commissions logos and vote on the selection of a logo for official use.

RECOMMENDATIONS:

That the Human Relations Commission:

1. Receive an update from the Marketing Ad Hoc Committee on proposed Human Relations Commissions logos; and
2. Vote on the selection of a logo for official use.

BACKGROUND:

On February 23, 2023, the Human Relations Commission (HRC) voted to establish an Ad Hoc Committee to develop a marketing campaign for the Commission. After multiple meetings, the Ad Hoc Committee established a draft marketing campaign proposal for discussion by the full Commission.

At the HRC meeting on October 26, 2023, the Ad Hoc Committee presented a marketing campaign update and received feedback from the Commission.

Following the meeting, the Ad Hoc Committee met with staff to discuss the proposal, determine feasibility, and establish the next steps for implementation. As part of the marketing campaign, the Office of Communications provided three draft logos (attachment 1) for potential use by the HRC.

DISCUSSION:

After working with the Office of Communications, three draft logos (attachment 1) were provided to the Ad Hoc Committee as options for potential use by HRC. The Ad Hoc committee is requesting feedback from the Commission and a vote to determine which of the three logos will

be adopted as the official logo of the HRC.

FISCAL IMPACT:

There is no fiscal impact associated with this action.

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Attachments: Draft Logos