

MEMORANDUM

To: City of Seguin Mayor and Council

From: Morgan Ash, Public Information Officer

Subject: Branding the SH 123 Water Storage Tank

Date: Tuesday, June 7, 2016

Through a collaborative effort between the Branding Task Force and ChandlerThinks, the City of Seguin has a bold, new logo and tagline ready to be utilized for promoting the real Texan town experience. Part of that process involves taking inventory of city assets that can be revamped using the new logo such as staff uniforms/shirts, vehicles and brochures.

It's the perfect time to revisit the original project that sparked city leaders to begin the branding process: Our lighted water storage tank on SH 123. The elevated water tank is basically a blank slate, except for the rays of color that come from LED lighting when night falls. Our high-tech water tower's location makes it easily visible from IH 10 and SH 123, providing a high profile opportunity to feature our bold, new logo.

In early 2015, the high-tech LED lighting was installed on the water tower allowing the lights to be programmed by staff to display different colors. For example, the tower can be green for St. Patrick's Day, or pink for Breast Cancer Awareness Month.

Funding was approved as part of the SH 123 water tower project. We recommend using the black and white version of the logo so that it can take on whatever color the lights have been set to.

The Branding Rangers Group was tasked with leading the brand implementation effort and recommends City Council approve putting the new logo and tagline on the SH 123 water tank. See attached list of the Branding Ranger members. Thanks to its prominent location, easily seen from the interstate, and its eye-catching lights make it a prime promotional opportunity for rolling out the city's strategic brand.