

MEMORANDUM

To: Mayor and City Council
From: Morgan Ash, Public Information Officer
Subject: Parks Department City flag redesign
Date: Tuesday, October 17, 2017

About a year and half ago, the City of Seguin unveiled their new brand including a new logo and tagline. Since then, City Council has approved placing the logo on the lighted elevated water storage tank on 123 bypass and staff has branded the city's vehicle fleet, added signage to the Seguin Events Complex, and sold branded items including shirts and koozies to promote the city's new identity.

Recently, it was brought to our attention that the parks department's city flags need to be replaced due to deterioration. Staff decided that it would be the perfect time to redesign the city flag using Seguin's brand logo.

Staff proposes a white background with a centered colored logo consisting of dark green background, white 'Seguin Texas' letters, and black 'It's Real' letters. (See below for examples.) We feel the flag design is simple, yet legible with the white background.

Once council approves the flag, staff will price custom flags and begin replacing the deteriorated flags.



It's real.

